

PRINTERS'

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Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

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OCT 15 1918
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VOL. CV, No. 2

NEW YORK, OCTOBER 10, 1918

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MATHEWS SPEED ECONOMY **GRAVITY ROLLER CONVEYER**

Labor Saving that Began with an Apple

The thud of a ripe apple awoke Isaac Newton's mind to the realization of the unchangeable laws of gravity. Two hundred and fifty years passed before the mind was born keen enough to see in that apple's fall a force serviceable to industry. Gravity was not harnessed until 1904 when the first steel ball bearing gravity roller conveyer was patented by R. P. Mathews.

The unqualified success of the Mathews Gravity Roller Conveyer is demonstrated by its extensive adoption for government use and in hundreds of industrial concerns, representing practically every line of business.

The purpose of the Mathews Gravity Carrier Co. is to save time and money and cut out labor wastage. The purpose of N. W. Ayer & Son is to save time and money and cut out wastage of sales effort. Naturally Advertising Headquarters were consulted when our present client wished to advertise and begin intensive selling.

The use of the Mathews Gravity Roller Conveyer is helping to conserve America's man power. It is a satisfaction to know we are aiding this service by spreading the gospel of labor saving.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

"To Bring Them Home"

The war must be won.....not alone by our
armies.....but by the personal sacrifice of every
man, woman and child of the nation.

President Wilson

Over in France where the death shells scream
The boys are fighting as in a dream;
A glorious dream of blood and hell,
While I stay home and prosper well.

Over in France they are dying now
Like red earth turned by a giant plow;
They are going across with a smile for me,
While I stay home in security.

Over in France the gas clouds roll
And the shower of steel is taking its toll;
The flag drives on, but the boys lie still,
While I live on and I eat my fill.

Dear God in heaven, in whom we trust,
Turn the food in my throat to dust,
If I miss one chance that may come to me,
To bring them home with the victory.

*From Life of April 11, 1918
Copr. Life Pub. Co.*

Think!

*Have you bought
Liberty Bonds
until it hurts?*

Contributed by
THE STANDARD FARM PAPERS
Chicago New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CV

NEW YORK, OCTOBER 10, 1918

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RECEIVED No. 2

Squeezing All the Business Out of Advertising Replies

Big Concerns Find Valuable Hidden Leads Through Intensive Letter-Reading—Correspondence File May Be Prison for Profits

By G. A. Nichols

"I'M safe in saying that I could go down into our sales department right at this minute, get some letters from the files that have been answered and retired and get an altogether worth while amount of business out of them. The trouble in this house—and I suppose in other houses—is that the letters that come in here from customers are not intensively read."

These assertions made by the chief executive of a big wholesale house made me wonder if the conditions he complained of were not generally prevalent in organizations that got business largely by mail.

An investigation proved that such was the case.

Inquiries were made at a wholesale dry goods house, a hotel supply house, a retail mail-order concern, a shoe manufacturer and a trade-mark registration bureau.

After some little discussion, the selling head of each of these agreed that his business would be increased if his letters of inquiry were more carefully read.

If a customer comes right out in plain language and asks about certain goods, this of course is readily recognized as a lead and followed up as such. This part of letter-reading and mail-order selling does not require any great amount of perspicacity or unusual ability. Anybody can sell goods if he has them and if the customer

tells him in plain language just what he wants.

But what the big executive above mentioned meant by intensive letter reading was the ability to recognize hidden leads—to sense the possibility of business development in some insufficiently expressed phrase of the customer.

In other words, he meant the ability to "smell" out business. The man with a nose for business is the one who is going to win these days in selling by mail—much as does the newspaper man with a nose for news.

Right now when the Government is telling manufacturers and jobbers what they have to do in the way of saving paper in their catalogues, and when the inroads of the draft are making selling by mail more than ever important, these are interesting things for manufacturers and others to think over.

Sending out letters and printed matter so inquiries can be pulled in is a tremendously important thing—more so now than ever.

But proper reading and interpretation of the inquiries is even more important. This, strangely enough, is one of the underlying principles of mail-order selling that receives nothing like the attention it should.

If a woman goes to a dry goods store and buys material for making a dress, the merchant may consider himself an indifferent

salesman if he does not make an effort to sell her trimmings and other things that go to make up the complete dress. A man selling his customers what they ask for and nothing else can be called a storekeeper. He who sells his customers more than they came to the store to buy is a merchant.

A manufacturer or jobber may decide on a special sale of some kind largely for advertising purposes. He reduces the prices to an attractive figure and sends out printed matter telling his story. He'll sell the goods, of course. A school boy could do the same under similar circumstances. But if he does not sell more goods than those listed in the bargain circular he readily pronounces his sale a failure.

A practical working out of this principle is seen in a letter campaign put on by a Chicago concern to dispose of an overstock of popular priced ribbons.

An attractive circular was put out giving color illustrations of the ribbons. This pulled only moderately well and a large part of the overstock remained.

Then a letter was written enclosing a ribbon swatch. The letter did not argue or attempt to tell the merchant much. It merely said:

"Attached to this letter" is a sample of ribbon that we want you to look at. We don't need to tell you anything about the quality as you know ribbon. You also know what you are in the habit of paying for ribbon of this kind. All we ask is that you take this sample over to your ribbon case and compare it with any other ribbon of similar quality that you may have. Then note the price we are quoting you herewith. In case this price appeals to you, you will find an order blank enclosed."

The letter moved the ribbon, of course. Its success was only natural. In its subtle compliment to the retailer for his supposed knowledge of good ribbon values it more than half sold him. The accompanying sample and the wide open invitation to compare

prices, together with the absence of all argument, did the rest.

This is only another example of the principle that your customers do not care particularly what you think of your goods. They want to know what you have to sell, what the thing looks like and what you want for it. Any eulogy of yourself, your prices or your business in general is likely to go clear over their heads.

HIDDEN ORDERS IN THESE LETTERS

But to get to the point of the ribbon story:

The orders were promptly filled. The entire quantity was sold by mail through the letter just quoted.

This might have ended the matter to the satisfaction of everybody concerned had not the sales manager of that house been given a "talking to" by his chief just a little while before. (That chief, by the way, is the one quoted at the beginning of this article.)

The orders and letters were brought back from the order department and carefully studied. Some rather surprising things were found. Some apparently vague expressions were interpreted and followed up in a way that brought extremely satisfactory returns.

A statement in one letter at first overlooked was:

"I think I'll try some ribbon at that price."

An analysis of this brought the conclusion that he had not been selling ribbon. Such was the case.

Subsequent investigation and follow-up showed that this man was a newly established variety merchant who had made the common mistake of overbalancing his stock too much in the way of house-furnishing goods and having too little a stock of dry goods specialties.

The outcome was that he was sold a fairly complete line of ribbons, laces, embroidery and women's neckwear.

It will not be stretching the imagination very far to see this man's eventual prosperity very much increased through this fol-



What's in a name?

What's in a name?, in Advertising, may mean ten, twenty, a hundred thousand dollars to the client. For it may take that much less to impress the name on the public mind if it possesses individuality, together with ease of pronunciation and remembrance. It may take much more if it lacks those qualities.

By the same token, the trade mark must be both unique and easy of visualization.

And the package must be individual as well as suitable—one that will stand out on the retailer's shelves and do its share in selling the product.

Elementary problems? True, but the question of their proper solution means thousands of dollars saved or lost to the client.

The appreciation of the far-reaching importance of name, trade mark and package is backed up in the McCann organization by a personnel that has solved such questions profitably in the past—an organization responsible for consequent signal successes in the field of Advertising and Merchandising.

The H. K. McCann Company
Advertising

61 Broadway, New York

Cleveland
San Francisco



Toronto
Montreal

The third of a series of little messages on the Merchandising and Advertising services of the H. K. McCann Company.

Analysis of the Manufacturing and the Marketing situation were the subjects of the first and second talks.

low-up. He was given some sound advice on the subject of a properly balanced stock, with a result that he prepared to devote more attention to dry goods. Doubtless additional business for that house for months and years to come will be the outcome of the intensive reading and analysis of the merchant's rather ambiguous statement.

Additional sales resulted from many of the other letters. It was only a matter of taking the leads that came in and developing them.

CARELESS FOLLOW THROUGH

The advertising manager of another big business was telling me his troubles along the same line. An expurgated version of his complaint follows:

"This house literally throws away business that my department stirs up—throws away enough of it to keep a good sized concern busy. I'd like to have for my salary the profits on the business that our people actually pass up. Of course they are quick enough about supplying straight out orders for merchandise. There is no trouble about that. But when it comes to using their heads and following things up in an intelligent way—building business so to speak—well, I promised my wife I'd quit swearing. But you know what I think."

It seems that this advertising manager got an idea for the development of basement sections in dry goods and department stores. His house specialized in the kind of goods around which basement departments or basement stores could be built. He had one of his men make an extended tour of investigation, calling upon stores that had basements and others that should have.

After considerable study and thought a handsomely printed booklet entitled "The Basement Store" was issued. Extra pains were taken to make the book handsome, absolutely authoritative and in every way such as to appeal to the big merchant.

The entire basement store proposition was thought through in de-

tail and put down in the book—how to start, how much merchandise was necessary, the adaptation of Woolworth's methods to the advertising, the displaying and the selling, how to lay out the store, how to make the basement pull business to the whole concern, and so on.

The book was advertised in the leading dry goods journals and requests for it sought. About two hundred good-sized dry goods stores responded to the first ad. Other requests were received as a result of a direct mail effort. Dignified announcements were sent out on deckle-edged paper. They were addressed to "The Man at the Heart of the Business." A goody number responded to this appeal also.

The whole proposition up to that point had been carried forward in an effective way.

Then, under the working policy of that house, the advertising department could go no further.

The books were sent out and the leads turned over to the sales department for follow up.

The sales manager turned the inquiries over to one of his assistants. The assistant disposed of the whole matter by sending a poorly written form letter. The filled-in names on the form letters did not match up with the body. The big dry goods merchant was talked to in a patronizing way. Then all the letters were put away in the files and practically lost.

A few of the merchants came back. But not a single basement store stock was sold out of that list.

On the next campaign an advertisement in one dry goods paper brought six replies. The advertising manager, stung by the previous failure, saw to it that the follow up was done by personal letter of the same high-class, dignified type as the rest of the appeal. The result was that out of the six replies one basement store stock of \$6,000 was sold and another merchant nursed along to the point where he agreed to put in a basement store stock as soon as his Christmas rush was over.

Getting Business and Holding It

It is one thing to get business. Another to hold it. Through Needlecraft Magazine you can do both.

Our subscription list is a million strong—paid-in-advance subscribers every one. They buy and pay for

Needlecraft Magazine

because they deem sewing and knitting and all that therein lies as an essential factor of life and human happiness. Home to them is a serious —an all important matter. They are the purchasing agents of their families, and on their judgment depends the outlay of hundreds of millions a year.

Needlecraft Magazine, in which they absolutely trust, carries them the advertiser's message. They are bound to see it. They are bound to be influenced by it. If it tells the truth the advertiser will not only gain their trade but keep it.

"One Woman Tells Another"



Thus is shown the difference between machine-like follow up and the other kind.

Letters *can* be squeezed dry. And in what better way can war-time conservation be practiced?

When customers' letters are not intensively read and properly followed up much of the campaign's force is wasted. This is a waste of paper, of effort, of postage stamps, of opportunity. It is a waste also that obtains in businesses that are highly organized and where every effort is made to have the mailing list accurate and up to date.

Spkaping of mailing lists, it is almost unbelievable to note the carelessness with which this important matter is treated in many high-grade firms.

THE LOSS CAUSED BY THE MISUSE OF A MAILING LIST

An illuminating instance of this—as well as of the practice of sending letters at inopportune times—was an effort by an Eastern film manufacturer to interest members of the Association of National Advertisers at last summer's convention of that organization in Chicago.

The mail clerk of the hotel where the convention was held told me he had eighty-six undelivered letters addressed to members of the association who were not in attendance and who perhaps would not be. The letters were all from this film firm. I got one of the members to show me the contents of one of the large number-ten envelopes addressed to him. In it was a well written and attractively printed circular designed to sell the prospect on the desirability of using industrial films to advertise his business. There also was a good letter multigraphed and filled in with the member's name. The entire proposition was sent out under first-class postage, which at that time represented an outlay of four cents for each letter. This member estimated the cost of the letter, including overhead and everything else, to be about twenty cents. Therefore, this firm wasted

just eighty-six times twenty cents right off the bat.

It had taken the A. N. A. list and had sent a letter to each member without knowing whether he would be at the convention.

There was a potential waste and risk right there.

But assuming that practically every man would be present at the convention it was poor psychology anyway to send those letters. They would be sure to catch their prospects in unfavorable moods. Nobody at a convention wants to be bothered with a lot of soliciting letters. He either will throw the thing away with a superficial reading or none at all or else he will be actually annoyed.

Through the courtesy of one of the officials an analysis of the eighty-six names was made.

It was found that more than half could not use films on account of the nature of their business.

One letter was addressed to a creamery concern which was not a member of the association and which, anyway, had announced it was going to quit advertising for the present.

Another was to a manufacturer of fertilizers.

"These people surely ought to get next to themselves," was one member's comment. "Here they are wasting a lot of paper, which is something the Government is fighting against right now. They are cluttering up the mails in war-time and this is one of the most serious things of all.

"Until the war is over the manufacturers and jobbers of this country are going to have to depend more than ever on the mails as a means of getting business. This is going to cause a great strain on that branch of Governmental activity. If people shoot out letters promiscuously without much attention to the correctness of the mailing list and merely taking a chance at hitting a mark here and there on account of the large number of letters used, then the mails are going to be subjected to an unfairly heavy burden. It would not be surprising

One advertiser writes:

“The fact that you are members of the ‘Printers’ Ink Star’ List, the ‘A. A. A.’ and the ‘A. B. C.’ would indicate that you have the circulation.”

We have.

(“We” meaning the Brooklyn Standard Union)

under these circumstances if the Government should step in and make some drastic regulations. Then the careful man with the real mailing list would suffer along with the other fellow."

One of the country's leading mailing-list experts said the other day that his organization was straining every nerve and working to the utmost in an effort to meet the unusual difficulties incident to keeping an accurate mailing list. The rapid business changes this year, he said, were at least five or six times normal. The most careful watch had to be kept or his firm would be sending out hundreds of letters to people who had quit business. In spite of their best efforts many useless letters were sent out.

This man says, however, that there is no excuse for sending more than one letter to a man who is out of business. A second offense can be prevented through proper checking up through the local postoffices.

Sending out misdirected letters or sending them at the wrong time so they will not be read is more than a waste of labor and material and an unfair burden on the postoffice department in time of war.

It is a loss—a virtual throwing away of much valuable potential business.

"I'll tell you," said a sales manager, "we are going to have to use our heads from now on. A letter can't take care of itself like a flesh and blood salesman. We have got to be careful how we write it, when we send it, and where we send it. I'll venture to predict, though, that the business people of this country are going to learn some things in the stern necessity of the present that will be worth millions of dollars in additional business after the war.

"There always has been too much carelessness and too much taken for granted in the matter of getting business by mail.

"Because letters and circulars are cheaper than salesmen, it seems to be the custom in some quarters to send them over the

country in a veritable flood. If you don't hit one man you may hit the next and so on. This is wasteful, wrong and foolish. You have to be careful in the quantity of printed matter you send a man even though you are sure he gets it. Otherwise you will be working a good thing too hard. Hammer away at a man four or five times a week with some sort of a selling letter or printed advertising message and you are going to sicken him. He has something else to do beside reading your business-getting appeals. What you have to say ought to be short, sweet and to the point. And don't make your messages too numerous."

Probably a good rule to follow in the way of keeping one's messages from becoming too numerous would be to say nothing unless one actually has something worth saying. Then he ought to be able to say it in a convincing way that would put the message over.

And don't forget to read the replies. This is the most important thing of all.

H. R. Keeling Joins Agency

H. R. Keeling has resigned as advertising manager of the Haynes Automobile Company, Kokomo, Ind., to become one of the principals in the Sidener-VanRiper Advertising Company, at Indianapolis. Mr. Keeling has been elected a director and vice-president of the agency. He was connected with the Armstrong Cork Company of Pittsburgh, before going with the Haynes company.

Rubberset Appoints Canadian Agency

Smith, Denne & Moore, of Toronto and Montreal, have been appointed advertising agents for the Rubberset Company, in Canada. This firm has recently completed a factory in Canada, where most of the Rubberset products for the Canadian market will be made.

Copy is being sent out to a limited list of Canadian newspapers and magazines.

Einar F. Meyer With Ruggles & Brainard

Einar F. Meyer, who has been with *Everybody's Magazine*, New York, for thirteen years, for the last six years as advertising manager, has joined Ruggles & Brainard, Inc., New York.



Your Printing and the Coal Supply

The Government requests you to conserve paper, not for the sake of the paper itself, but because of the materials, labor, fuel and transportation involved in its manufacture and distribution.

The fullest measure of conservation, therefore, is not to be attained by the mere avoidance of waste in the use of paper. The avoidance of waste in *manufacturing* is equally important. To be sure you are helping to conserve needed labor and materials, and not merely paper, it is necessary to *select* your printing papers as carefully as you use them. The safest guide is the trademark on a standard, advertised brand. Almost always it is a trustworthy guarantee of economy and efficiency in manufacture, as well as of

the quality and value of the finished product.

This is particularly true of cover papers. Of the total production of some two hundred mills, more than one-half comes from the single mill whose brand trade mark appears at the head of this advertisement.

BUCKEYE COVERS are the largest-selling brand of cover-papers in the world. Pound for pound, we believe they represent a higher degree of conservation than any other papers of similar character obtainable.

THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
 In Hamilton, Ohio, since 1848

Dealers in all Principal Cities

Member Paper Makers' Advertising Club

Meredith Tartly Rebukes Lee for Attacking Loan Advertising

Prominent Publisher Condemns "Super-advertising" as Pro-German Stuff

GERALD STANLEY LEE'S article on "Super-advertising," in the *Saturday Evening Post*, has greatly stirred up advertising men. Lee's roast of Liberty Loan advertising is resented by some and ridiculed by others.

The following open letter expresses concretely the prevailing view. E. T. Meredith, who wrote this letter to Lee, is the owner of *Successful Farming*, and has been serving as "a dollar a year man" at Washington, on the Excess Profits Board. He was also appointed by President Wilson as a member of a commission which visited England as the guest of the British Government.

DEAR MR. LEE:

I wish I could determine for myself what your article, "Super-advertising," in last week's *Saturday Evening Post*, is about. To me it rambles all over the lot—evidently looking for something but not itself knowing what. If there is a constructive suggestion in it, I cannot find it. If you know of one I would appreciate it if you would blue pencil it and mail it to me.

I agree that there are certain situations to which highly destructive criticism is of value, but I cannot imagine this as applied to the Liberty Bond campaign.

You and I know that the great mass of people read an editorial, listen to a speech or an argument and then let the writer or speaker make up their minds for them by drawing his conclusions.

In this case you have no doubt made up the minds of a large number of people that the Liberty Bond advertising is not the best and now when they see a poster or advertisement will discount the effect upon themselves because of their having already made up their minds that the appeal is not great. An inexperienced person might be excused,

but you, a psychologist, can hardly be excused as I see it, for putting out such an article.

What could be more desired by Germany than to have the posters on every wall—the heart interest letter of the President, the logical argument of Secretary McAdoo, discounted? I thought the poster, "The Hun's Mark—Blot It Out," good. I thought I was moved by other posters and thought I should help, when you come along and tell me there is no appeal in them; in other words, drop a lot of sand in the gear-box of the Fourth Liberty Loan machinery—yes, a bomb in the very centre of the works by saying the advertising is not up to the mark.

Millions will no doubt say you are right—a man they never heard of who used five full pages in the *Saturday Evening Post*, space to the value of \$25,000, to say nothing but make up their minds for them that they are not moved. How you ever got past the editor of the *Post* with such a destructive article I cannot imagine. The saving feature may be that it is so long and rambling that but few may read it through.

So I say help, but don't for goodness sake knock. If you do not have a real inspiration to write about, don't write at all. My belief is that you have lessened the value of millions of dollars worth of advertising, written, printed, circulated and paid for by men all over the country who are enthusiastically trying. Why not help the men who are trying? Your article only develops a lack of confidence and dissatisfaction. I cannot find a name for the wrong I feel you have committed. Thank God for one thing that is true and that is if the Liberty Bond campaign is not a success because of you, it will be a success in spite of you.

E. T. MEREDITH.

ADVERTISING RATE CARD

In Effect With Issue of October 4, 1918

The Stars and Stripes

*The Official Publication of the A. E. F.
Authorized by the Commander-in-Chief, A. E. F.
By and for the Soldiers of the A. E. F.*

WHEN AND WHERE PUBLISHED

Published every Friday in Paris, France, by members of the A. E. F.

ADVERTISING RATE

Advertising space is offered at a flat rate of \$6.00 per inch, per insertion (no space or time discounts). Rate is subject to change at any time owing to rapid growth of circulation. Cannot guarantee dates of insertion or any specific number of insertions.

Advertiser will be notified in advance of any increase in advertising rates and has the privilege of cancellation before operation of any new rate.

Single advertisements must be not less than one inch, single column, or more than one-half page (77 inches.) Horizontal half pages are not desired.

CASH DISCOUNT

Cash discount 2%—check must be mailed within 10 days of the date of invoice.

CIRCULATION

The rate of \$6.00 per inch per insertion is based upon 200,000 circulation. Present circulation 275,000 copies per week. 30,000 American subscribers. About 100,000 copies forwarded to America weekly by soldiers and passed around by relatives and friends of the A. E. F. Without question the widest read newspaper in the world.

MECHANICAL REQUIREMENTS

Single column $2\frac{3}{16}$ in.	Depth of	Full page, $16\frac{1}{8}$ in. by $22\frac{1}{4}$ in.
column $22\frac{1}{4}$ in.	7 columns to a page.	deep. Half tone screen required 65.
Can use mats. Can set advertisements.		

CLOSING DATE

Owing to uncertainty of Trans-Atlantic service all schedules accepted subject to change of date by management. Ample time must be allowed for copy and plates to reach Paris.

MISCELLANEOUS

Owing to shortage of white paper in France a limited amount of advertising only can be accepted.

All advertising subject to approval.

Paper established February 8, 1918.

Price, 50 centimes a copy.

Subscription price to soldiers, 8 francs for six months; to civilians, 10 francs for six months.

Civilian subscriptions from U. S.; \$2.00 for six months in form of Domestic Postal Money Order, payable to Stars and Stripes can be sent direct to Paris office of paper.

Editorial correspondence only should be addressed to The Stars and Stripes, G-2-D., 1 rue des Italiens, Paris, France.

For further information address

A. W. ERICKSON, 381 Fourth Avenue, NEW YORK
Advertising Director for U. S. and Canada

More Response—

The "Business in War Time" pages in Collier's continue to bring in letters of interest and appreciation.

We have received a number of letters from readers of Collier's asking for complete files of the pages.

Here's one of the kind that came in this morning from a man who writes on the letterhead of the Pennsylvania Railroad Company:

"I would thank you very kindly if you would forward nine magazines dated back in rotation, starting with the copy of the fourteenth of last month. I am trying to get

"Stand back of them with Liberty Bonds"

a complete set of the 'Business in War Time' pages."

And from an advertising agency in Chicago there comes this letter, "I think your 'Business in War Time' pages have been splendid, but that 'The Government's Use of Advertising' is especially good and timely and cannot but help the entire industry."

These pages aim to serve as an interpreter of American business to the American public.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

"Stand back of them with Liberty Bonds"

Baltimore The City Prosperous



Bird's-eye View of Portion of Wholesale District Showing the Harbor and Immediate Water Front Development.

BALTIMORE is to-day a city of enormous purchasing power. There are 2,587 manufacturing establishments running to capacity—many of them 24 hours a day—employing 94,912 persons and paying the highest wages in their business history! In Baltimore stores has come, with more pronounced emphasis than ever before, a distinct demand for the better class of merchandise with a sharply defined preference for standard advertised brands.

CAs it affects newspaper reading the preference is even more sharply defined. A daily average of 107,565 purchasers paid 2 cents for *The NEWS*, in September, 1918, as compared with 87,776 who paid 1 cent during the same period a year ago. In the case of the Sunday *NEWS* the increase is even more remarkable, an average of 110,587 paying 2 cents against 78,683 who paid 1 cent last year—AN INCREASE OF 40%!

National advertisers, as well as Baltimore merchants seeking a final convincing appeal for Monday morning business, will find no better association for their message than alongside the last-minute exclusive afternoon Associated Press dispatches, the intensely interesting domestic and local news, editorials, fashions, theatres, sports, comics, etc., of *The Sunday NEWS*!

For More Maryland Business CONCENTRATE in

The Baltimore News

The Fastest Growing Baltimore Paper

Average Net Paid Circulation for month of September, 1918

1918	107,565 Daily	110,587 Sunday
1917	87,776 Daily	78,683 Sunday
Gain	19,789 Daily or 22%	31,904 Sunday or 40%

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

How Sherwin-Williams Help Their Agents Speed Up Turnovers

Not Alone by Giving More Advertising but by Giving Practical Selling Suggestions

By Kenneth Fox, Jr.

THE first of last June was an eventful day in the history of the Fox family. Pa Fox, Ma Fox and all the little Foxlets moved from their somewhat ornate cliff dwelling into a cozy cottage in the suburbs.

It had been a somewhat hasty decision. The property had been purchased with hardly more than a superficial examination. And while we were not disappointed, we found, after unpacking the canary bird and settling down generally, that some of the interior decorations were rather faded and worn. For instance, the wall paper in the living room was badly stained in several places and practically all the floors needed revarnishing.

My first man-like impulse was to engage a professional decorator to move his traps and paraphernalia into our modest homestead and with many rolls of multi-colored wall paper and several buckets of fresh-made flour paste, transform the living room into a thing of beauty.

"But no," said Mrs. Fox. "Your vacation starts in two weeks and you can just as well earn the money yourself by doing the decorating."

So perforce we hiked down to the neighborhood paint shop to buy a few cans of paint. It was not until the man behind the counter asked what color that we realized that paint came in other colors than red, white and blue, and that we had given hardly any thought at all to the selection of a color scheme.

We told the man so. "If that's the case," he kindly ventured, "perhaps I can be of some service." And then he placed before our widening eyes the most fascinating set of miniature wall ele-

vations we had ever seen. Apparently flat wall paint had been applied over rough paper to resemble the finishing on a rough plastered wall. It was cut into sections to represent the wall and ceiling with small strips of grained paper to indicate the placing of the base-board and moulding. Attached to the corner of each wall elevation was an attractive strip of cretonne—not only to enhance the attractiveness of the wall elevation but to offer a suggestion for proper curtains and other decorations.

"That's a bright hunch," I commented, as we pored over the elevations. "Who tipped you off to it?"

"Sherwin-Williams," he responded, somewhat flattered by my remark. "You see I am their agent in this neighborhood, and they send me lots of little suggestions for developing my trade."

MAKING BETTER SELLERS OUT OF RETAILERS

Further inquiry brought forth the fact that my paint merchant possessed an amazing knowledge of the fitness of certain colors for certain types of rooms. It had never occurred to us, for instance, that facing north a warm, sunshiny color is best or that by the use of a drop ceiling, we could lower the apparent height of the rooms and make them seem more cozy. He seemed to have an astonishing fund of facts concerning decoration in general, and because he frankly admitted that most of his knowledge had come direct from the manufacturer whose brand of paints and varnishes he sold, I took occasion to hunt up C. M. Lemperly, advertising manager of Sherwin-Williams upon my next trip to Cleve-

land and persuade him to give me these few facts concerning their methods of dealer education.

"Most advertising men," began Mr. Lemperly, after I had explained the object of my visit, "have the idea tucked back in their noodles that the way to increase dealer sales is to give their dealers more advertising. To a certain extent, of course, this is true where your appropriation for dealer development is unlimited, and where the dealer is so situated that he can and will use your advertising to good advantage.

"But with Sherwin-Williams, our policy is to try to make our dealers more self-sufficient, and teach them not only to be better advertisers, but to be better sellers of paints and varnishes and the allied products we manufacture. This, of course, is nothing new with us. It has been going on for many years. It is just as much a part of our salesman's job to help his agents to become better merchants as it is for him to take their spring season orders.

"Originally I suppose our educational work with the dealer started with our desire to get him to display his stock. Paints and varnishes are always more or less a seasonable line, and consequently during the winter when little outside painting is done, the merchant puts his stock toward the back of the store. The trouble was that often he forgot about bringing it out when spring paint-up time came, and many people would enter his store and not realize that he sold paints and varnishes.

"So through our dealer magazine, the 'SWP,' our correspondence, supplemented by the personal work of our representatives, we tried to get our dealers to devote a more prominent section of their store display to paints and varnishes, and in the active selling seasons to place their stock in the most conspicuous position in the store. We succeeded by gradual degrees and even though paints and varnishes constitute a small portion of the average drug

store or hardware merchant's stock, we have persuaded a large percentage of our agents to establish an individual and complete paint department—which in many cases occupies the choicest location of their store.

HELPING MERCHANTS TO THINK CONSTRUCTIVELY

"Then I think you will recollect that most hardware and paint shops are rather mussy places. But women constitute a large portion of paint purchasers, and so it was necessary to get our agents to make their stores as inviting as possible so that women would find them pleasing places at which to deal. This has been accomplished not only through general suggestions concerning store display but specific recommendations regarding the arrangement of decoration exhibits, panels, displays of finely finished woodwork, etc. Where the size of the merchant's store permits, we recommend that he devote a special section for a display room—place a Crex rug on the floor, arrange comfortable chairs, a table with a vase filled with flowers. Then when he exhibits his wall elevations and throws over the edge a strip of curtain material to harmonize with the color, his customer will be able better to visualize its adaptability to her own home surroundings."

According to Mr. Lemperly, some of the best suggestions for store arrangement, window displays and methods of increasing sales have come direct from the dealers themselves. This applies particularly to new uses for their products and unsuspected channels of sales development. For instance, summer is notoriously a slack season for the paint merchant. This is true also in many lines of business with the result that during July and August the average retailer has more time at his disposal to improve the appearance of his store than during the cool months. One of Sherwin-Williams' agents in Dallas recently wrote to headquarters that during the dog days of sum-

mer his sales showed an increase of more than 30 per cent. The retailer went on to explain that he had made a thorough canvass of all the other stores in his locality, urging them to take the opportunity to brighten-up, and had sold a considerable quantity of paints and varnishes for refinishing window backgrounds, store fixtures and ceilings.

The idea, of course, was nothing new, but the suggestion from this Dallas agent proved conclusively what could be accomplished by a definite campaign, and offered a valuable suggestion which was immediately passed along to other Sherwin-Williams agents.

"Another interesting phase of dealer educational work is in the matter of window displays and store advertising," continued Mr. Lemperly. "Every spring and fall it is customary for us to send our agents lithographed displays, and at other periods we mail trims on certain seasonable merchandise. But the fact remains that some of the most attractive window displays have been those originated by our agents themselves without the aid of any advertising material.

"For instance, the other day our agent in Mansfield, Ohio, wrote in telling of a very original window trim which had attracted considerable interest. It consisted of a number of articles painted in camouflage, illustrating the system of protective coloring used in modern warfare. Among the various exhibits were a toy cannon, a toy battleship, airplane, etc., with, of course, a definite selling argument introduced by various store cards.

"There was no printed or lithographed display material used, but this window attracted so much attention and sold so much paint that it was well worth our passing along through the sales force to other merchants."

Another window display which Mr. Lemperly recalled was one originated by a Michigan dealer. From broom handles, wire, and colored paper he constructed serio-comic figures to represent the

fable of the ant and the grasshopper to give added significance to his comment "Don't put off painting until your house tumbles down about your ears." The grasshopper, of course, represented the home-owner who "saves" his paint money, while the ant symbolizes the home-owner who invested in a coat of paint every other spring. A series of window cards written in George Ade style completed the display.

"By encouraging our dealers and letting them know that we appreciate these suggestions," explained Mr. Lemperly, "we feel that we are able to get the most practical ideas and those that will be used by other retailers. Some merchants are particularly interested in clever hunches of this kind, and we have received as many as a dozen from one merchant in a single season. Needless to say, they often form the basis for campaigns which are later distributed among all our trade."

WHY DEALERS VALUE THIS LINE

While many merchants complain of the fact that paints and varnishes are not an especially profitable line, it is a singular fact that less complaint in this direction comes from Sherwin-Williams agents than almost any others. To a certain extent, Mr. Lemperly told me, this is due to the work his firm has done in training its agents to maintain proper stock-keeping records and not over-buy just because the salesman is looking for a big order. From the experience of its own stock-keeping department, it has developed a simple card index record which every merchant can keep at a minimum of time and effort. Five or ten minutes' work each night indicates the colors which are the profitable sellers in a certain locality and prevents dead stock. After inventory taking, the company advises its agents to place on all cans a gummed star so the shelf slackers will not have the opportunity of eating up the profits. In every case the merchant is

advised to place his new stock back of the old on the shelf, so certain paints will not have the opportunity to settle in the package.

"We are constantly on the lookout," said Mr. Lemperly, "for practical suggestions and find many good ideas in the 'stories' appearing in *PRINTERS' INK*. For instance, one article recently told how one merchant developed sales by improving his store service. The suggestions contained in this article were copied into bulletin form and distributed among our sales force. Many of our representatives take a keen delight in passing along tips of this kind, and have earned quite a reputation among their agents for clever sales ideas—not only applying to paints and varnishes, but other merchandise the dealers sell."

EFFECTIVE USE OF COLOR

I mentioned to Mr. Lemperly the experience of the Fox family. "Well that's a common occurrence," he laughed, tossing across the desk a closely typewritten manuscript. "We feel that color plays such a prominent part in the selling of paints and varnishes that we try to make our agent the local authority on decoration. This copy represents the text for a booklet we are now preparing for distribution among our agents. It was very carefully compiled by one of the color experts in our decorative department and explains the rudiments of decoration. Personal preference often upsets our pet theories, but we would rather that the man or woman who uses Sherwin-Williams paint, use it according to the correct principles of color harmony than select some freakish combination which will make his home the laughing stock of the neighborhood. He would be very much disappointed and, ten to one, blame it on to the paint.

"Color is a magic thing. By its proper use, one can accomplish all kinds of optical illusions. A small home can be made to look big. A top-heavy house of many gables can be brought in proper

harmony with its surroundings. Disagreeable features can be disguised and all kinds of queer results accomplished.

"We feel that this information better equips the merchants who sell our products to compete for business, and by carefully checking up the returns we have been assured that this kind of educational material pays big.

"I cannot help feeling," said Mr. Lemperly in concluding his interview, "that in many lines of industry merchants have become somewhat pampered. They have been trained to expect the manufacturer to do all the work which has robbed them of their initiative and made them feel that the business should come to them merely by virtue of the fact that they carry your particular brand of merchandise. We have been especially insistent in preaching to our dealers that 'the way to get business is to go after it.' But we do not stop there. By definite brass-tack suggestions we tell our agents just how to go after new trade and develop the purchases of old customers, and I suppose much of the success we have had in this direction is due largely to the fact that so many other manufacturers of nationally advertised merchandise consider the retailer merely a cog in an automatic system of distribution and fail to cultivate his personal interest and enthusiasm."

All Help Donnelley

WAR INDUSTRIES BOARD,
B. M. BARUCH, CHAIRMAN
WASHINGTON, Oct. 4, 1918.

Editor of *PRINTERS' INK*:

I wish to thank you for sending the enclosed proof of your article entitled "Save Paper and Serve Uncle Sam." I hope that this will start a discussion in all papers as to methods of economizing in the use of paper.

I would like to have you announce in your publication that Isaac H. Blanchard, President of the Isaac H. Blanchard Company, New York, has come to Washington and has accepted the appointment as Chief of the Paper Economy Section of the Pulp and Paper Division of the War Industries Board, and will have direct charge of the economy programme.

THOMAS E. DONNELLEY,
Director,
PULP AND PAPER DIVISION.

Where the World's Business Centers



The importance on the battle lines of the department of Intelligence and Information comes very near to being paramount.

But this war is not being fought on the battle lines alone.

It is being fought wherever ships are built or coal is mined, or steel is made, or power is generated, or machinery is designed and assembled, or chemicals are created.

One of the first war moves of the McGraw-Hill Co., Inc., was the establishment of an office and permanent adequate organization at Washington to act as a clearing house of information, research, and assistance, for the production and engineering departments of the Government.

That office is at 1410 H Street N. W., and is rendering yeoman service between departments of the Government and between those departments and the production forces of the country

McGraw-Hill Publications

Members of Audit Bureau of Circulations

**Serve a Buying Power Aggregating
Billions of Dollars**

Power

Coal Age

American Machinist

Electric Railway Journal

Engineering & Mining Journal

Annually

Electrical World

Electrical Merchandising

Engineering News-Record

Chemical & Metallurgical Engineering

saved: a business year

*How advertising cut the time
needed to plumb a new market*

F. H. is interested most in the strategic use of space and media. The other day he was talking on his favorite subject.

"There's K——," he said, mentioning one of our clients. "In a few months time he is spending on a new product an amount that no doubt may seem extravagant to many advertisers.

"But the growth of K——'s business depends largely upon the new items he adds to his line. This new item is of such a unique character that there are no precedents to show just what its market may be.

"A moderate advertising effort might determine the possible market in a year or two. A heavy advertising effort will show the possibilities in six or eight months.

"Suppose the worst happens and the goods sell slow. K—— will have saved the waste of at least a year's effort on the part of his salesmen and himself, in finding how this item will repeat with those who



Blackman-Ross

ADVERTISING



buy it. This year is worth a great deal more to him than the money he is spending on advertising."

To us this aspect of advertising strategy seems of particular importance right now. Many companies are thinking of marketing new products which will loom large in post-war markets. They will do well to consider this new emphasis of the old saying that "Time is Money."

ON OCTOBER 24th:

"The Everlasting Urge."

Company New York
95 MADISON AVE.

-“a scrap of paper”

But for the disregard of “a scrap of paper”—the treaty of 1839—Great Britain and America would not be in this war.

But for “a scrap of paper”—a ground plan—the Parthenon would never have been built.

Not a wheel would turn in any industry today, but for the ideas *recorded* on “a scrap of paper.”

Everything accomplished since the earliest civilization has been done on paper first.

Institutions and reputations are built on paper. And the goods are sold on paper.

For more than twenty-six years we have devoted our efforts to the fundamental activity, advertising — to the building of industrial reputations and the selling of goods on paper.

Critchfield & COMPANY

CHICAGO

DETROIT

NEW YORK

MINNEAPOLIS

BOSTON

Can a Cow Sell Liquid Veneer?

"Experts" at Odds on an Ad Now Running—The Viewpoint of the Company

By Harry Varley

AT first sight it looked as if an intoxicated make-up man had switched the illustrations. On one page was an advertisement of condensed milk with a scene that might have aroused the envy of an interior decorator and suggested "paint" or "Liquid Veneer" to a casual observer. On another page was an advertisement for Liquid Veneer headed by a beautiful pastoral scene with a cow in the foreground.

An examination of the caption for the cow picture completely exonerated the make-up man. There it was in plain type:

"Segis Fayne Johanna, Champion Cow of the World, Owned by the Liquid Veneer People."

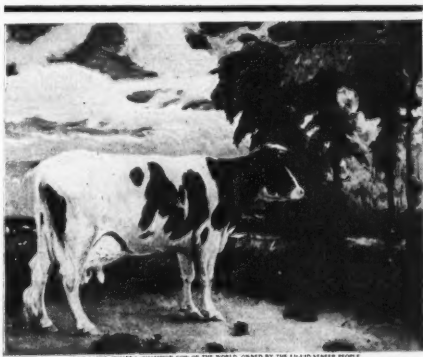
Then came the more startling information. Johanna was a \$150,000.00 cow. (Oh, the subtlety of those two extra 0s.)

"Read About This \$150,000.00 Cow and Liquid Veneer, Both Are World Champions."

From then on the cow and the Veneer were discussed in alternating paragraphs and by dint of great concentration one was able to keep clear in his mind that it was Liquid Veneer that "relegated the feather duster to oblivion" and not Johanna the cow—that the seven and three-quarter pounds of butter a day were "produced" by the cow and were not to be put "on a cloth for ordinary household dusting." One

could, after some study, remember that it wasn't the cow that can "make your piano, Victrola, furniture, etc., look like new," and that Johanna was responsible for producing fifty-two quarts of milk in a single day while the average cow, on a yearly average, can give but five quarts daily.

The reader was invited to



SEGIS FAYNE JOHANNA, CHAMPION COW OF THE WORLD, OWNED BY THE LIQUID VENEER PEOPLE

Read About This \$150,000.00 Cow and

LIQUID VENEER

Both are World Champions

READ THE WONDERFUL STORY—a story which we will send you ENTIRELY FREE, telling about the Liquid Veneer Cow, the Champion Cow of the World over all ages and breeds and valued at \$150,000 and her connection with that other World Champion, the great home beautifier, Liquid Veneer.

The story tells how the simple idea of using Liquid Veneer on a cloth for ordinary household dusting revolutionized during wartime, the now obsolete painting as wonderfully effective that it relegated the feather duster to oblivion and made it possible for the president of the Liquid Veneer Company to receive the greatest herd of pure bred, registered Holstein cattle in the world, including the Champion Liquid Veneer Cow.

Study this ad and write us, telling us what you think is its strongest feature, and we will send you ENTIRELY FREE, a photograph reproduction of a beautiful painting by Pauline Koller, of this World Champion Cow, and a copy of the story.

JUST THINK OF IT! This great cow has produced 7½ pounds of butter and 12 quarts of milk in a single day while the ordinary cow produces on a yearly average about ½ pound of butter and 5 quarts of milk daily.

When studying the ad don't forget that good old Liquid Veneer is due to the beauty of millions of housewives all over the world, because of its wonderful help in keeping their homes beautiful and sanitary and almost entirely eliminating the great expense of redecorating.

Don't forget that you can make YOUR own Victrola, furniture, woodwork, picture frames, interior woodwork, hardwood floors, windows, radiators and all the rest, like new and keep them in such Liquid Veneer.

You get the same high quality at the same old prices, 75c, 50c, \$1.00. If you have never used Liquid Veneer, try it today, for dusting. You will be delighted.

BUFFALO SPECIALTY COMPANY
222 Erie St. Buffalo, N. Y.



THE ADVERTISEMENT THAT CAUSED ALL THE DISCUSSION

"Read the wonderful story—a story which we will send you entirely free, telling about the Liquid Veneer Cow, the Champion Cow of the World over all

ages and breeds and valued at \$150,000 (this time without the extra .00) and her connection with that other World Champion the great home beautifier, Liquid Veneer."

"Is this a good advertisement?" That was the question. It was put to many men, advertising experts and others, and the answers ranged all the way from "Rot-ten!" to "Pretty good!"—the latter, of course, being an advertising man's superlative praise of any ad he didn't prepare himself.

In several discussions on the subject, after the ayes and noes had talked themselves to a stand-still, they came to the inevitable conclusion that only by the results desired and obtained could the advertisement be judged. It was "different," everybody admitted. At first sight, the cow had been "dragged in by the tail" one wit suggested, which brought the inevitable bon mot from another that in his opinion, the cow was all of a different gender.

In the first place, the *unusual* effect of introducing a cow into the Liquid Veneer advertising was surprising enough to pique the reader's curiosity—the universal pet trait of human nature that supposedly preponderates in the gentler sex. The advertiser, I found on inquiry of him, depended upon this feature of utter irrelevancy to make people read the advertisement.

Then he wanted people to be so strongly impressed with Liquid Veneer advertising, that they would remember it and talk about it to their friends. He aimed to reach, not only the people who read the advertisements, but thousands who would not otherwise have seen the magazines in which the cow advertisements ran.

Another reason was the force of this unusual advertising in the hands of the salesmen calling on a trade satiated with the usual "show you how it works" styles of advertising adopted by most manufacturers of similar products. The company never expected to receive a large number of re-

quests for the story they offered, for they realized the difficulty that had to be overcome in these momentous times to get direct response to advertising. They knew that the story of the cow held nothing of a vitally selfish interest to the reader.

Not enough time has elapsed to secure data sufficient to analyze fully the campaign and answer the question, "Is it good advertising?"

But the effect on the salesmen and their work already has been far greater than was anticipated.

The requests for the story are coming in from widely scattered sections of the country; more than half are from men and the direct response does not, in any way, seem to parallel the distribution of dairy farms.

People are talking about the cow. They are writing letters to the company. Farmers are finding out about the champion cow and incidentally getting an everlasting impression on their minds that lots of Liquid Veneer must have been sold at 25 cents a bottle to enable the president, from his profits, to "own a \$150,000 cow and the greatest herd of registered Holstein cattle in the world"—and everything that the imagination says "goes with it." And if such quantities have been sold, it must be good stuff.

The cow has caused considerable comment in the advertising world, though naturally much of it has been adverse criticism. Yet who, at this time, would go on record and say that the cow advertising is poor advertising? Who would feel confident in stating that more Liquid Veneer eventually would be sold, more people would hear of it, if the space were devoted to an illustration showing the application of Liquid Veneer instead of the portrait of Johanna?

Must we add to our rule that "the illustration should be relevant," a rider saying, "If the picture is irrelevant, make it as far from the subject as possible—as far, for example, as a cow is from Liquid Veneer?"

Will Head Off Profiteering Solicitors

CENTRALIZATION and control of all patriotic advertising in Detroit in the hands of a single committee will result from a plan being carried out by the War Advertising Committee of Detroit.

The committee, appointed at the suggestion of George Creel, will definitely determine the mediums, space and copy for the various recruiting, U. S. Employment, Y. M. C. A., K. of C. and similar drives.

This action has been taken to prevent further profiteering of certain publications whose solicitors have taken advantage of the loyalty of large manufacturers and sold them display advertisements whose cost was not commensurate with the results obtained. In many cases solicitors obtained these advertisements while posing to be representatives of the Government. The result of

this profiteering has been to detract from all patriotic advertising by the over-abundance of its use.

According to present plans one member of the committee will be appointed to handle each separate campaign, but will lay before the committee as a whole his proposed procedure, thus preventing a conflict.

The Wayne County War Board has endorsed the committee's efforts and promised its support in the work.

The committee consists of David A. Brown, president of the Adcraft Club of Detroit; Henry T. Ewald, of the Campbell-Ewald Company; Charles Voelker, Voelker & Scharfenberg, commercial artists; Otis Morse, advertising manager of the Detroit *Free Press*; H. P. Breitenbach, Detroit manager of the J. Walter Thompson Company, New York; Frank Martin, of the Banker-Martin Company, and Howard R. March, publicity secretary of the Board of Commerce.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Finding the "Something Wrong" That Held Up Repeat Orders

The Line Had the Finest of Quality, It Was Sponsored by a Well-known House and It Was Strongly Advertised—The Woman Viewpoint Supplied the Remedy

By G. V. Rockey

WHAT is the fundamental selling point of an article?

The answer on the face of it seems elementary, and nine-tenths of us would unquestionably say—"Quality."

But is it? Will any article which has quality; which is the leader in its field as far as quality goes; which is advertised extensively, putting all the emphasis on quality; which meets a ready sale among the jobbers and dealers, sell itself to the consumers?

One of the largest electrical goods manufacturers thought that the putting of quality into its products and advertising that quality was all that was necessary to create a demand which would be worth while to go after. The widespread use of electricity in the home opened a great field for such home appliances as percolators, flat irons, chafing dishes, etc. At the outset this great electrical house thought that the field was too small to enter. It was being kept busy enough making motors and dynamos to supply the current.

But as the field developed and expanded it thought that as the demand was already established, it would go in and take the cream of the business. The company had it all thought out (and logically, too, from its standpoint). They had such a wonderful reputation in the electrical field that all they had to do would be to manufacture this new line, secure the good will of the jobbers and dealers, advertise it as having the same quality as their other products and presto! it would sell like hot cakes. But did it?

The dealers and jobbers responded even better than they had anticipated. They all welcomed

the idea of a household line backed by the reputation of that great company. Wasn't the name known in practically every home in the country? Wasn't the mechanical excellence assured? Didn't that mean fewer returns for readjustment and less trouble for the dealer and jobber? Without a doubt.

This colossus of the electrical field went after the new market as it had been accustomed to in other lines—in a big way. The salesmen thoroughly covered the country. The advertising campaign was carefully planned out. The question of angle was easily determined—quality. Hadn't it proved a cure-all for everything they had advertised before? Full pages were used in the important national mediums. The first orders were exceedingly encouraging.

The selling solons of the company began to sit back in their chairs and smile complacently—the original orders still came in from all over the country. The salesmen returning from trips into the territory expressed themselves in glowing adjectives as to how the new line was going. The dealers and jobbers literally threw themselves at it. Of course there was competition, but that merely acted as the condiment to the juicy orders they had received.

WHERE WERE THE REPEAT ORDERS?

But the time came when the repeat orders should be coming in. They came in dribbles, a few now and still fewer then. The sales manager consoled himself with the thought that the line, being new, was not well known yet. He sent an urgent appeal to his advertising agents to put full speed

"Concentration is the Nation's Watchword"

Are You Letting the New Opportunities in Philadelphia Get Past You?

If you were told that every man and woman and child in Cincinnati, or city of like size, had moved to Philadelphia, you would be much astonished.

Yet this is practically what has happened.

Philadelphia has increased its population more than four hundred thousand during the past year.

Skilled workmen of all kinds, with their families, have flocked to the Quaker City from all parts of the United States, to take up their homes and work in the many places devoted to war industries.

• It is estimated there is work in Philadelphia's shipyards, munition works, ordnance shops, factories, textile mills, etc., sufficient to keep things humming for many a day, even if the war should stop to-morrow.

If you neglect the Philadelphia market, you are missing the chance of "cashing in" on this unprecedented situation.

**"IN PHILADELPHIA NEARLY
EVERYBODY READS**

The Bulletin"

*Net paid
Average
for September*

444,836 *Copies a
Day*

(Third largest circulation in the United States)

The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day.

The Largest Circulation of any
Daily Newspaper in the United States

AND

Double the Circulation of any
Other New York Evening Newspaper

The New York EVENING JOURNAL

657,912

DAILY NET PAID

6 months average—Apr. 1 to Sept. 30, 1918,
at TWO CENTS a copy.

Are you reaching this vast multitude—this great
city of HOMES—Journal City with YOUR
Advertising?

Net Paid Circulation for September 30, 1918

683,508

Member of the Audit Bureau of Circulations

ahead on the advertising campaign. To use more space if necessary, but to put it across.

Several months went by, the big holiday buying season was on. The dealers had been loaded with window cut-outs, counter cards, etc., but still the repeat orders failed to put in an appreciable appearance. The house couldn't understand it.

Soon after the holiday season was over, shipment after shipment began coming back. The dealers were getting ready for their annual inventory and were sending back the new line which, for some unaccountable reason, was not selling. The sales manager was getting mad. Why didn't this little "two for a cent" line sell when he could sell all the expensive equipment for the making of electrical current that the enormous plant could produce? A bright idea occurred to him. Perhaps some of the salesmen would be able to throw a little light on the subject. He called together several of his ablest salesmen.

"Boys," he said, when they had all gathered in his office, the door closed and the smokes passed around, "I have called you in here for assistance."

The men looked from one to another. It was strange for the chief to call on the men of the road for assistance. It undoubtedly was something big.

"You all know," the chief continued, "that the household line isn't selling. Now I want to know why."

"Smith, here's Jones & Company in your territory, one of the largest and most progressive dealers in the country. They returned practically everything you sold them. How do you account for it?"

"I can't, chief," said Smith, the star salesman. "I happened to be in their place when Mr. Jones ordered the stuff returned. 'Smith,' he said, 'I am awfully sorry to have to do that, but what am I to do? They simply won't sell. I don't know why for the life of me. We used the excellent window-trim material you sent us.

Our clerks showed your line first, but it was no go. If there was a demand for your stuff I'd be only too glad to sell it, for it looks good to me. You fellows create the demand and I'll sell it quick enough."

"And that's the same answer I got from all of them," concluded Smith.

"Any of you other fellows any suggestions to offer?" asked the chief.

One after another the men shook their heads—they had all been pondering over the same thing, but with no feasible solution. The S. M. squared his jaw.

"Well, I don't know why the stuff doesn't sell—you don't know—the dealers evidently don't know or they'd tell us. But we *have* to know and, by heaven, we will know!"

A few days later the S. M. sat in a Pullman, brooding over the one problem which he had been unable to solve. He was morose. The thing had him licked, and even he acknowledged it.

"Why, hello Bob," a cheery voice announced, "why the grouch?" The owner of the cheery voice which grated on the S. M. was a business acquaintance of his, a sales counsellor who had dug into a good many knotty problems.

"Reason enough, Harry," returned the S. M. "I have bumped into a snag and I am afraid it has me licked."

"A snag that has *you* licked, eh? This ought to be interesting. Tell me about it."

"By Jove!" a happy idea striking the S. M. "I think you are the one to solve it for me."

Slowly and carefully, without missing a single painful detail, he told the whole sorry story to his friend.

"Well," he said as he finished, "what do you think about it?"

"I don't know yet," said the doctor of business. "Do you want us to handle it—make a complete and careful investigation of the entire situation and then prescribe for you?"

"Yes," said the S. M., "find out

why our household appliances don't sell; recommend a remedy. Go as far as you like, take all the time you need, but give us the story, straight from the shoulder."

HAD TO START TO BUILD AGAIN FROM THE BOTTOM

In a few months the doctor of business was ready with his report. Briefly, it was as follows:

"In putting this new line on the market, you did exactly what you were accustomed to do—you advertised quality above everything else, and in so doing you neglected the greatest factor in American purchasing—the Great American Housewife!

"Women look for one thing first of all—appearance. If the article in question isn't what they would consider 'good looking,' they are not interested further. Quality is always a secondary consideration. They expect that. Of course it is not possible to make a flat iron look like a Tiffany creation, but you undoubtedly get our point.

"We recommend three important changes:

"First. That you employ a draftsman who knows his business, have new patterns made and make the articles in this new line 'good to look upon.'

"Second. That you immediately discontinue the copy now running. Dress up your white space to appeal to women, talk appearance and the little niceties of your articles and let quality come in the background linked up with your name and reputation.

"Third. That you make an entirely new department of the new line, employ a manager who understands selling to women, give him full authority to direct the advertising and sales in his department."

The S. M. had brains enough to see the logic of these arguments, and followed out the recommendations explicitly.

A draftsman who had had experience in designing fine household electrical appliances was employed. That was the first step. The only instructions he was given were to make beautiful cre-

ations. The result was that instead of having a dull-finished iron which looked little better than the cast flat iron of years before, he turned out a highly polished nickel-plated iron which would do credit to a jewelry store. The designs appealed to women.

It looked good to the S. M., but still he wasn't sure. He took one home to show his wife. She went into raptures over it. Then, and only then, was he convinced. He was going into the rebuilding of this new line with his eyes open and being sure he was right before he went ahead was his religion.

The same process was carried out in every item of the line. It took time, of course, but the S. M. had to be convinced before he went ahead, and that took time.

In the meantime he kept his eyes open for a manager for the newly created department. He found him at last in a small concern which made articles sold only to women. The man himself had sold to women, had diagnosed their wants, had learned how to appeal to them. The new manager heartily approved of the stand of the doctor of businesses. He saw the immense possibilities of the line with the new styles which were nearing completion.

The advertising plan and copy were left to the new manager and the agency. Photographs of beautiful girls using the new appliances were made. The copy talked beauty, handiness, convenience, daintiness, comfort. Not a word said of quality! Not one single word! The idea of quality was carried out by suggestion alone. The name of this nationally known house was played up across the top or bottom of the pages in a dominant way.

The dealers no longer complained about the demand. The salesmen were always welcome. The goods stayed sold and, last but not least, the S. M. of one of the greatest institutions of the country had learned his lesson. He never enters a new field on speculation. He finds out all there is to know about it.



RELY ON THE LABEL

IN the eighteenth century, Bristol Board, named after the English city—or *papier de Rouen*, after the French city—was made by pasting sheets of hand-made paper together, two by two, and piling them into a hand press. The boards thus made were hung in a loft and, during this slow drying process, taken down from time to time for further pressing.

In the twentieth century, the carefully prepared pulp flows through a cylinder paper machine and comes out a beautiful sheet.

DOVE MILL BRISTOL

George W. Wheelwright Paper Co.

BOSTON, MASSACHUSETTS



LEND THE WATER

Give our boys the backing they are
more speedy, and less costly.

BUY 4th LIB

U. S. GOVERNMENT

Contributed through Division of Advertising U. S.

This space contributed by

CHICAGO

Thos. (C)

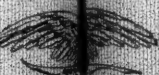


THE WAY THEY FIGHT

g they do. Make victory more certain,
less costly terms of American manhood.

FOURTH LIBERTY LOAN

GOVERNMENT BONDS

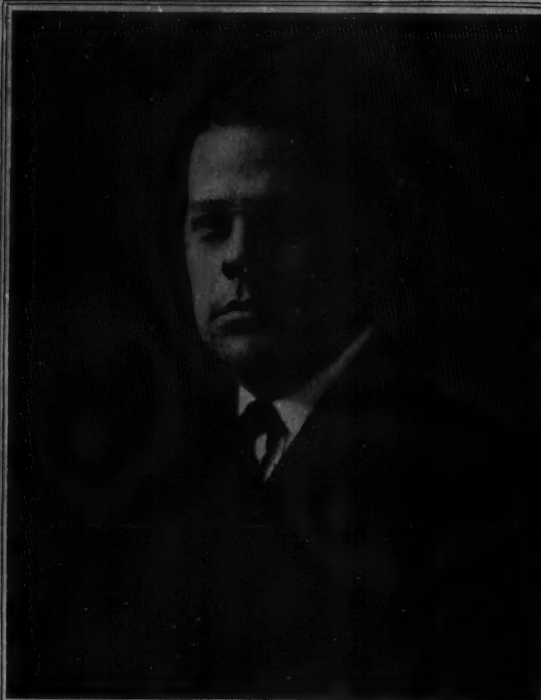


Government Committee on Public Information

contributed to the winning of the War by

Hos. Gsack Co.

NEW YORK



BUILDERS *of* AMERICAN BUSINESS

C. O. ALEXANDER, PRESIDENT OF
ALEXANDER BROTHERS

"I have always considered **SYSTEM** as the best stimulus to original thinking along business lines that I know. I have been a constant reader for years and have gleaned from it many suggestions which later I have used in concrete business getting policies."



NUMBER CLII in the series of portraits of readers of **SYSTEM**

The Rush to Let Go German-Sounding Names

There Is a Well-Defined Movement to Eliminate All Possible Association with the Land of the Hun

THE development of popular sentiment against anything smacking of a Teutonic origin or sympathy has not gone unnoticed by firms and manufacturers who in the past have done business over names that sound German, or whose products have had trade-marks and trade names of a German flavor. There has been a marked increase in the number of such houses that have changed to titles more acceptable to the public mood.

Moller & Schumann Co., which has manufactured varnishes in Brooklyn since 1863, has written to PRINTERS' INK, saying that the company's board of directors is considering changing the firm to the Hilo Varnish Corporation.

"Hilo has been our trade-mark for upwards of fifteen years," says Carl J. Schumann, secretary of the company, "and in the markets where our goods are sold it is far better known than our firm name. Insofar as the consumer is concerned, Hilo is the one thing he does know."

In considering this action, this concern will find plenty of precedent. Stern & Saalberg, of New York, makers of Tootsie Rolls, are now advertising over the name of the Sweets Company of America, to mention one such instance. Oppenheim, Obendorfer & Co., of Baltimore, are advertising their Vindex line of shirts now over the firm title of the Vindex Company. The Germania Life Insurance Company, of New York, is now the Guardian Life, while the Germania Fire Insurance Company is now the National Liberty, and the German Exchange Bank, of the same city, is now the Commercial Exchange Bank.

In the name National Liberty is seen a tendency that, where such changes are made, the new

appellation has often a smack of extreme American ardor. The lumber firm of Louis Bossert & Son, of Brooklyn, in its catalogue of sectional houses for 1916-1917, had a model known as the von Hindenburg. This book was distributed even after this country had entered the war, and some of the newspapers commented once on the fact that the United States Army had bought a number of these houses while they still bore the German field marshal's name. This name has since been changed to Washington. And a certain popular restaurant in Newark, N. J., which formerly was ultra-Teutonic in its title, is now also the Washington.

The brewing firm of S. Liebmann's Sons, of Brooklyn, before the war, had two locally well known brands of beer advertised as Rheingold and Teutonic. The Teutonic has been changed to the Old Guard, although Rheingold still holds its original name.

CHEESE LOSES ITS GERMAN NAME

The Monroe Cheese Company, of Monroe, N. Y., successfully advertised and marketed a cheese called Liederkrantz. For eight months or so this name has no longer been attached to its cheese, but it is now called A La Vatel.

How manufacturers as a whole have been sensitive to the public temper is shown by the half-humorous postscript that the makers of the Hoover electric suction sweeper appended to one of their advertisements early this year. This company was located in the (then) town of New Berlin, Ohio. This address was asterisked with the following comment: "It has been pending in Ohio courts since last year to rename our factory city North Canton. New Berlin is a misnomer.

It was so christened before the Kaiser was born. The Hoover personnel is all American."

The courts have subsequently allowed the change.

While these and other instances show a marked tendency toward the discard of anything smacking of the Teutonic, another indication of the trend is the falling off in the number of applications for registry of names and trade-marks of a German flavor. Commissioner of Patents Newton declares that trade names of German origin or significance have gone into almost total eclipse in the United States. More than that, many manufacturers whose goods have borne trade-marks with a Teuton tinge have, during the past year and a half, discarded what had come to be regarded as encumbrances even though the action involved in some instances the sacrifice of valuable good will.

SIMPLE TO ABANDON UNPOPULAR MARK

Abandonment of a trade-mark based on a German word or symbol does not require any formal surrender or notice of relinquishment at the United States Patent Office. Consequently there are no records at Washington that adequately indicate how many German-inspired marks have been cast adrift, although the number is known to have been large. Even in the instances where an advertiser has replaced with a 100 per cent American trade-mark a commercial autograph cursed with a Teuton twist he has, as a rule, simply registered his new mark without indicating that it is to replace one in use and has then quietly submerged the mark that is out of tune with the times.

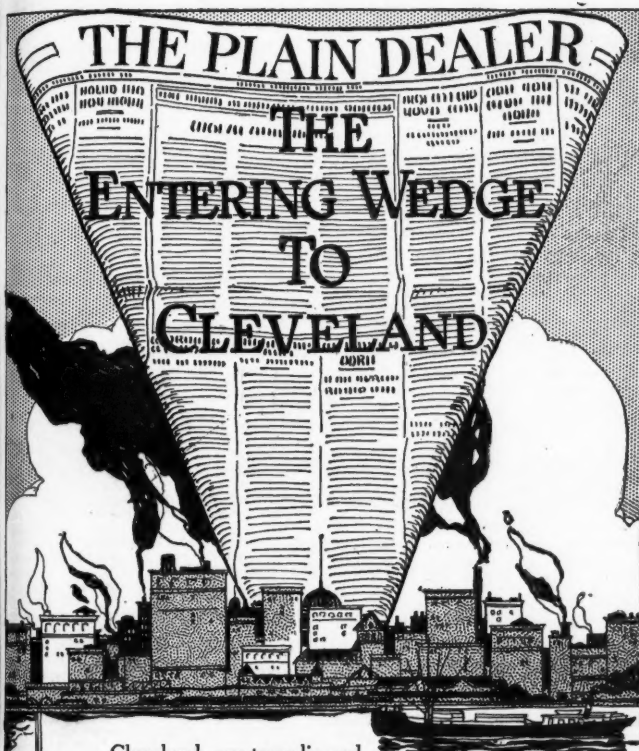
Where the marked prejudice against trade-marks reminiscent of Germany or the Germans has shown itself at the United States Trade-Mark Division, is in the marked falling off in the filing of applications for the registration of new marks of this kind. Before the war not a week went by that there were not received

applications for trade-marks that seemed designed to catch the "German vote,"—pictures of German musicians, German names, such as "Berlin," "Hanover" and "Kaiser" and representations of the leading characters in the Wagnerian operas. Since Kultur has stood revealed before the world, this particular branch of trade-mark activity has ceased absolutely.

There is no law or no rule or regulation that would bar the registration at Washington of a word or symbol otherwise acceptable as a trade-mark merely because it suggests visions of the Hun. The officials declare that they stand ready to grant such registration if any American business man has the temerity to risk such an affront to the present state of the public mind.

As a matter of fact trade-mark applications have been received from residents of Germany since the United States entered the war. There appear to be no Americans though who care to tempt fate with new trade-marks having a German cast of countenance and only a small proportion of the owners of long-established marks having a Teuton strain have stuck it out. For the most part the exceptions are brewers, bakers, etc., who have been operating within restricted territory where a population of German origin predominates.

Officials at the Patent Office who have talked with business men who have thrown overboard trade-marks suggestive of Germany state that almost without exception these men show no disposition to attempt merely to suspend use of the unpopular designs and to wait for the skies to clear, but on the contrary, are discarding the offenders for good and all and announce their intention to bend all energy to the establishment of new marks. Their feeling seems to be that Germany will be in such bad odor for years to come that any trade-mark of Teuton flavor will labor under a heavy handicap, to say the least.



Cleveland—metropolis and industrial center of Ohio—handled lake freight alone worth a billion dollars last year. With 2500 manufacturing plants, 125,000 wage-earners at top wages, 5 shipyards, 150 iron and steel works, having an output in 1917 valued at \$110,000,000—Cleveland is the national advertiser's most tempting market—easily secured if you use as your entering wedge

CLEVELAND
6TH
CITY

The Plain Dealer

First Newspaper of Cleveland, Sixth City

182,000 Daily

250,000 Sunday

Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York City

Western Representative
JOHN GLASS
Peoples Gas Bldg., Chicago

In view of these facts, it is therefore somewhat surprising that it is still possible to read on bills of fares in hotels and restaurants that otherwise appear to be backing the Government in all particulars the names of such dishes as wiener schnitzel, sauerkraut, frankfurters, etc., although there has been a marked tendency to substitute the titles Liberty Cabbage, Liberty Sausage, etc., in their places. Sauerkraut manufacturers last April in panic appealed to the Food Administration to do something to save the market for this product, claiming that the demand had fallen off for sauerkraut under its old name to the tune of 75 per cent, and that prices had dropped from \$35 and \$50 a barrel to \$13 and \$14.

In a recent full page advertisement Libby, McNeill & Libby feature Vienna sausage. It may be that some firms consider that there are degrees of offense, and that some names have become so embodied in common usage that they no longer associate themselves with their source.

While on this subject it might be worth recalling that at one of the world fairs those who had the award of prizes for wines remarked that many of our American products would have earned better places had they been called by other than names that copied the brands of the old world, thus placing themselves in competition with the foreign products. Since the agitation against the use of Germanic nomenclature has been in force, the newspapers have been pointing out that America is full of name material that might better be utilized than borrowed or imported appellations.

Works for Red Cross

L. H. Brownholtz has been given a leave of absence by the Bowers Advertising Agency, Chicago, and has joined the publicity department of the American Red Cross.

H. B. Sweeney has resigned as assistant advertising manager of the Paige-Detroit Motor Car Company, to join the advertising department of the Firestone Tire & Rubber Company, of Akron.

Advertising as Preparation for Peace

SHERMAN & BRYAN, INC.

NEW YORK, Sept. 18, 1918.

Editor of PRINTERS' INK:

In answer to your letter asking our opinion of the following question: How will advertising fare during the second fall and winter of the war?

Six months ago the American business man did not know whether the war would last two years or twenty years, but Pershing's Birthday Celebration in the St. Mihiel Salient has sent a thrill through America, and the peace overtures have made everyone think it's the beginning of the end.

And the uncertainty of the end has kept a great many new advertisers from starting and old advertisers from resuming their normal schedule.

The war has taught a great many non-advertisers the value of a name known to the consumer, and a number of those with an established trade-marked brand whose production has been taken over by the Government are taking the public into their confidence and frankly telling them the facts.

The lack of preparation for war has made keen business men realize the necessity of preparing for peace, and a number of large live organizations have established permanent committees to study after-the-war possibilities.

Unless some definite plans are made to keep the wheels turning after the war in plants that are now filling Government orders, millions of dollars worth of plants and equipment will go to the junk-pile.

Instead of being a prostrate and bankrupt nation after the war, this is going to be the richest country in the world.

But there's going to be a scramble for business, and a name that is known to the consumer will act as the best "stabilizer" in the free-for-all cut-price competition that a good many think is inevitable in this country when the Allies make the Kaiser put together that little "scrap of paper" that he tore up in Belgium.

G. C. SHERMAN,

President, Sherman & Bryan, Inc.

W. J. Fawcett Joins Richmond Agency

W. J. Fawcett has become associated with Cecil, Barette & Cecil, Richmond, Va., advertising agency. He was for a long time advertising manager of the Richmond *Times Dispatch* and was previously connected with the Philadelphia *Press*, Philadelphia *Times*, and Montgomery *Advertiser*.

G. J. Palmer Chief of Newspaper Section

G. J. Palmer, of the Houston, Tex., *Post*, has been appointed Chief of the Newspaper Section of the Pulp and Paper Section of the War Industries Board. He will administer the rules and regulations of the War Industries Board applying to daily and weekly newspapers.



EL HOTEL
RITZ-CARLTON
PHILADELPHIA

Se ha hecho un lugar en el corazón de los viajeros y de los huéspedes permanentes. El hotel es característico en todos aspectos y está a la altura del famoso grupo de hoteles de Europa que operan bajo la misma administración. Cercano a las secciones de la ciudad en que están los teatros y las tiendas. Si se desean comodidad e innovaciones, hay que hospedarse en el Ritz, Philadelphia. El Restaurant y Grill Room más hermosos del país y que proporcionan la mayor comodidad.

El Salón de Baile, los Salones de Banquetes y los comedores privados del Ritz-Carlton, están especialmente adaptados para Bailes Particulares, Representaciones Teatrales, Casamientos y Reuniones de Sociedad en las que se desea la distinción. Ya se están reservando habitaciones y locales para la próxima estación.

J. C. BONNER, Director

Extending Our Hospitality to South Americans

"Just the opening gun of a campaign which we are launching to secure South American trade after the war."

This is the explanation by J. C. Bonner, director of the Ritz-Carlton Hotel of Philadelphia, for the advertisement, entirely in Spanish, that appeared recently in the Philadelphia PUBLIC LEDGER.

The Ritz-Carlton advertisement, probably the first of its kind to appear in a Philadelphia newspaper, was printed in the South American section of the PUBLIC LEDGER issued on alternate Thursdays as a part of the regular Business Section.

The United States Department of Commerce wrote recently: "It has been gratifying to note the interest of the PUBLIC LEDGER in this field."

John Barrett, director-general of the Pan-American Union has likewise approved the South American Section, writing: "The efforts on the part of a powerful paper like the PUBLIC LEDGER cannot fail to be a strong practical influence in building up closer relations between the United States and its sister American republics."

(Reprinted from the Retail Public Ledger)

LOOK AT THE AMUSEMENT TAXES

LITTLE French boys playing amid the ruins of their homes and big American doughboys kicking goals within earshot of the guns, are both moved by an all-powerful force of which they are unconscious. The psychology fellers call it "The Play Instinct."

If you have followed the taxation figures, you have noticed that while the American people are cutting down on a multitude of things they once thought necessary, they spend as much as ever on amusements. Not even the greatest war in history can check the driving force of the urge for amusement.



THAT is why the Government ruled that the motion-picture was essential. It feeds the deep-down, elemental instinct of the nation.

Every successful advertisement of your product is aimed at an instinct. Every thoughtful advertiser wants to see his sales story in a medium that appeals not to moods or passing fancies, but to instincts. He knows that such a medium will endure through all the changes of circumstance.



BECAUSE it appeals to that most universal of all instincts—the Play instinct—Photoplay, The Interpreter of the Fifth Estate, is a magazine that endures. So long as it continues to satisfy that elemental desire for clean amusement, so long will it be a medium that no far-seeing advertiser can neglect.

Our Book, "The New Way to Market," written for advertisers and others by Roy D. Chapin, President, Hudson Motor Car Co., and Chairman Highways Transport Committee, sent free on request.

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART

ADVERTISING MANAGER

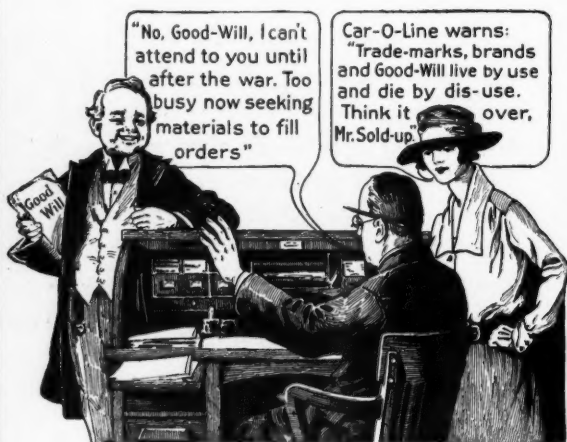
350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

The Ad-ventures of Mr. Sold-up

No. 2



If you have an advertised trade mark, name or brand, let us show you how to protect your Good Will in the Essential Medium.

New York City Car Advertising Co.

225 Fifth Avenue Telephone Madison Square 4680

JESSE WINBURN, President

**Study the Cards—We Have a Standard
for Standard Products**

If you happen to have more goods than orders, we can also help you with our trade-aid. Write for details

Booklet, "Road to Success" and graphic map of New York (12x36 inches) mailed on request.

Entering a Market "In Its Absence"

How the Detroit Pressed Steel Company Is Popularizing a New Type of Wheel While Wheels Are Not in Great Demand

THE advertising man who has been casually examining the advertising of Disteel wheels probably has wondered why this "new-fangled notion" was being advertised so hard just now.

The business man who has not taken the trouble to inform himself on the big power of advertising probably would grunt "Another mutt!" and pass up the subject.

"Why," he might observe, in disgust for such merchandising gymnastics, "there's no market for automobile wheels now, when the output of the whole industry is not over 25 per cent of normal!"

And that is a fact—automobile output is down 75 per cent of normal and apparently on the way and going rapidly to a still lower level. There probably is at least one wheel maker who could make more wheels than will be needed this year on all automobiles made.

Even if all other wheel makers would divide equally with this new type of wheel, the newcomer would not have much of an output, but as a matter of fact none of the wheel makers is likely to do much voluntary "dividing," for automobile orders have nearly dropped off entirely.

Not, however, that these wheel makers are idle, for they certainly are not. Airplanes use wheels, and a lot of them, as do also army trucks, ambulances and other vehicles, even to Uncle Sam's howitzers and limbers, as well as the smaller guns made in this country

and in Europe. Thus, so far as present production is concerned the average wheel maker probably wouldn't care a rap if there were no automobile wheel orders. And the same might be said also of the Detroit Pressed Steel Company, for it is not advertising for orders to keep a factory busy.



DISTEEL WHEELS

The Wheels That Complete The Car

It is the motor car itself that has made necessary the construction, the perfection and the general adoption of Disteel Wheels.

The wheel should not mar the beauty of the car's design. It should complete and accentuate that beauty. Disteel Wheels achieve this by harmonizing the streamlines of the car.

The mechanical superlatives are quite obvious. From the time of the first motor car, bumping along on four cross-sections of a tree-trunk, down to the recent "buggy," there was no need of steel wheels.

But the motor car, with its easily grippable spoked, its heavier loads, the monstrously increased strains and stresses of the road—this has forced the evolution of the Disteel Wheel—a splendorous steel disc—the Wheel That Completes The Car.

The engineer, the manufacturer and the motorist now demand—quite properly—that the wheel which receives all the social strains and stresses of the road, be at least as strong and staunch and sure as the rest of the car; that, therefore, the wheel, along with the rest of the car, be made of steel.

The strains which shuddering and collision put upon wheels necessitate the resilience and toughness of Disteel Wheels.

They are really demonstrated and staunch work-horse at the hub. They are easily changed. They are tire-tight and make tire changing easy. They are noiseless—because there are no rims to squeak nor spokes to rattle. Disteel Wheels are merely up-to-date engineering practice. They complete the car.

Disteel Wheels are designed particularly for high-grade cars. The dealer from whom you bought your car can give you all Disteel Wheel information.

DETROIT PRESSED STEEL COMPANY, DETROIT, U.S.A.

TO MAKE DISTEEL WHEELS WELL KNOWN TO THE MULTITUDE OF NEW CAR OWNERS THAT ARE COMING AFTER THE WAR

Nobody is advertising for orders now, at least not in the automobile industry.

But there is another day coming and that other day will be as full of wheels as was the day that has just passed in the great automobile industry, or "Automotive industry" as it has lately been obliged to call itself.

There have been wheels and wheels and wheels, and factories and factories and factories, mak-

ing wheels and it is pretty certain the Disteel wheel would have had a much more expensive effort ahead of it to break into the big market in ordinary times. Saving merchandising and advertising energy and money until conditions return to normal would be walking back into a similar merchandising problem.

Automobiles have always "worn" wood and wire wheels. A steel disc wheel of very necessity must "shock" Old Man Custom. "Why change? Wood wheels are all right; or wire wheels are all right!"

In fact the wire wheel men have found just this condition in normal times. Bicycles and motorcycles and racing carts have always pretty much conceded the claims of the wire wheel, and airplanes have pretty generally adopted them, but wire wheels have had their troubles in getting their share of automobile business.

Maybe it was just the way they have gone about the merchandising job of getting into this big industry—with small advertising, for instance—but whatever the reason for it, a comparatively small percentage of automobiles have wire wheels.

The advertising men who have undertaken the job of putting disc steel wheels, "Disteel wheels," into the industry have fully realized these several conditions, and the difficulty encountered by the wire wheel men.

They also are thoroughly conversant with the fact that the automobile business is buying less of wheels now than it has bought for several years, and that viewed from the ordinary angle of estimating an industry's interests by its immediate needs, they would not have thought seriously of spending a barrel of money in advertising at this time.

But this "ordinary" way of estimating the interest of the industry, this "obvious" way of guessing when would be the right time to advertise for business, does not happen in this instance to have been the point of view of these

advertising and merchandising men.

They have looked beyond these "obvious" or surface conditions and studied the deeper conditions beneath the surface.

WHY THE TIME SEEMED RIPE FOR THE NEW PRODUCT

Automobile factories are cleaning up their stock of wheels and they are not able now to get new supplies. The old prejudice of "we've always done it this way," has evaporated—for they are not now "doing it this way," very much.

Edsel Ford hit the nail on the head when he told why the Ford had not changed its model oftener—it was such a gigantic problem to quit making one kind and start making another, because of the number of the old style that were always on hand and that would have to be sold before the new could be brought out into the open and given the right of way.

The large automobile maker's wheel supply is always considerable and the number of machines in stock at the factory and in the hundreds of sales rooms always is considerable.

Now, however, with his wheel stock and his finished product stock cleaned up, he will, as Edsel Ford put it, be in position to think independently about what he will do to-morrow.

So while it may look to the casual observer like a crazy time to advertise a new wheel, this has been seized upon as a really wonderful time, and in this decision by shrewd merchandising men, there may be suggestions for advertising and merchandising men in lines far remote from wheels, or automobiles.

Two important angles have been adopted in the copy, designed to make the advertising put these steel wheels in solid just at this time.

One of them, of course, has been the important improvements claimed for the wheel. These claims are of little interest in this article, except as they may jar Old Man Custom, or mean a de-

Marketing Farm Produce

The farmer's efforts are wasted and his labor is in vain if, after he has raised a good crop or produced a fine lot of animals, he cannot sell them at a profit.

Good roads, freight rates, Parcels Post and Express service, elevator management, fruit, poultry, grain and live stock commission men, and a clear understanding of the natural laws of supply and demand, all have to do with the successful and profitable marketing of the things the farmer has to sell.

The Editorial Department of Successful Farming is constantly studying these questions from the standpoint of the farmer in his relations to the markets of the world.

We do not indulge in radical propaganda concerning these various industries affecting the market for farm produce. We direct our effort to uncovering abuses, suggesting remedies and pointing out to our 800,000 subscribers the things that they can do to improve marketing conditions in general, and their own marketing conditions in particular.

This definite and direct service adds to the income of our readers and therefore gives them greater buying power.

Successful Farming



E. T. MEREDITH, Publisher, Des Moines, Iowa
Member A. B. C.

T. W. LeQUATTE F. J. WRIGHT C. M. BEER C. A. BAUMGART
Advertising Manager Promotion Bureau Merchandising & Sales Retail Service

Chicago

J. C. Billingslea, Advertising Bldg.

New York

A. H. Billingslea, 1 Madison Ave.

Kansas City

O. G. Davies, Victor Bldg.

St. Louis

A. D. McKinney, Post Dispatch Bldg.

Minneapolis

R. B. Ring, Palace Bldg.

parture from "precedents" so dear to his heart.

The wheels are simply a strong steel disc attached to a hub and having a rim attached to this disc, to carry the tire. There are no spokes. The disc is detachable from the hub, so that the wheel, tire and all, can be removed by removing four bolts from the hub, making it unnecessary to carry a "complete" extra wheel. In removing tires, a part of the rim may be removed, leaving a straight sliding surface for the tire to be put on or taken off.

It is claimed that the wheel is stronger than a wood or wire wheel, easier to clean, easier to change tires, and more easy on tires. Most of these claims are contested by other wheel makers, but so far the new wheel has the advantage of the claims because it is claiming them in public while the older styles of wheels are contesting them in private, comparatively speaking.

The biggest feature in the technical end of the campaign, and the one of most interest to the advertising man is the angle chosen as the particular talking point of the wheel.

This talking point is "beauty."

Now, "beauty" is a very elusive nymph which nobody ever has really caught and defined in a way that stayed defined.

What one person calls beautiful strikes others as "horrid," depending largely on prejudices, points of view, amounts of information on the subject, etc.

It was this elusive quantity that was chosen as the main feature in the advertising of the Paige motor car during the last couple of years and which is claimed to have made possible a very big advertising success, exceeding in cumulative value all of the company's previous advertising.

A pair of wood or wire wheels, turning rapidly as a machine passes along a parkway, may easily produce an effect of light and shade that might be called beautiful by an artist, while the same artist might find nothing to feed his artistic soul in the even color band of the disc wheel.

And yet the average prospective purchaser of an automobile and therefore of wheels, may easily accept without argument some very large claims, boldly and publicly made, that these plain color bands are the synonym for beauty.

The psychological reason as given by advertising men who have studied these campaigns, is that most people are disposed to accept what they are told without the mental effort of contest, at least if they do not happen to be sufficiently posted on the subject to know whether it is right or not.

So when a big ad tells the public that "Disteel wheels complete the car," a lot of people are going to believe it and are going to want these wheels on the car they plan to buy. Not that they are being deceived in any sense, but that they are being educated to understand and recognize as beautiful the ideas of someone enough interested to tell them his ideas of beauty.

WEARING A NICHE FOR DISK WHEELS

The continual drip, drip, drip of high pressure advertising is bound to wear down the very slight resistance and this claim already has made an impression—advertising men in charge of this campaign say—which has given this new wheel a place in the sun that it will be hard to withhold from it when the automobile industry comes back—as everybody in the industry is unanimous in declaring it is going to do.

All of the national advertising run so far in this campaign, and it has been running in national magazines for about six months, uses the same general layout and headline—a large illustration of a big handsome car with the disc wheels, and the words, "Disteel Wheels," in large type immediately beneath, with a pen drawn line beneath this main headline, "The Wheels That Complete the Car."

This claim is made with a boldness and a lack of argument that, taking the campaign as a whole, commands acceptance.

Thomas Dockrell, in analyzing different advertising appeals, once referred to the Bible as an ex-

From 29th to 5th

September 1913, before the war, Leslie's ranked **29th** among all general mediums.

September 1918, after the war, Leslie's ranked **5th**—almost 4th.

(Leslie's has been 5th for the past year.)

Isn't it true, after all, that a periodical's own ability to be successful is one of its best recommendations that it can increase the success of its advertisers?

Leslie's

Illustrated Weekly Newspaper

LUTHER D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle

Millions of reproductions of this battlefront "Stars and Stripes" sketch of Baldrige's have helped to sell Liberty Bonds. Leslie's shares with the "Stars and Stripes" the services of "the Frederic Remington of the World War." Six of his latest sketches are in this week's issue.



RESULTS

THE ACID TEST OF VALUE IN ADVERTISING

The natural direction taken by the bulk of newspaper advertising patronage leads straight to the main *producing* medium. In Detroit it is the News.

This is proved by the News lead in total advertising which exceeds 60 per cent over any competitor. In many classifications the News lead is much greater, as shown by the following statistics covering the first 6 months of 1918.

<i>Kind of Advertising</i>	<i>Number of Lines Carried by Detroit News</i>	<i>Percentage of Lead Over Nearest Competitor</i>
Autos and Accessories.....	414,792	4.9%
Boots and Shoes.....	203,770	191.1%
Credit Clothing	96,012	171.6%
Drug Stores	183,792	74.8%
Department Stores	1,777,216	66.1%
Furniture and Household Articles	730,366	139%
Groceries and Food Products....	392,686	72.6%
Hardware and Sport Goods.....	70,616	36.2%
Jewelry	135,548	312.3%
Men's Wear and Tailors.....	436,310	121.4%
Musical Supplies and Instruments	159,978	66.6%
Rotogravure	29,554	79.5%
Telephone, Telegraph, Gas and Electric Light	21,042	41.5%
Women's Wear	901,264	181%

THE DETROIT NEWS THE ADVERTISER'S OPPORTUNITY

"Always in the Lead"

*Net Paid Circulation Exceeds
214,000 Daily, 170,000 Sunday*

ample of dominant phraseology. He pointed out the entire lack of argument in Bible writings. Bible writers did not take the position that their writing was to be disputed, nor that they needed argument to make their work convincing. They simply *stated* things and let it go at that.

Dockrell pointed this out as a valuable point in advertising copy and this Disteel wheel "boldness" might, if it had been running at that time, have been cited as an example of the type of copy he had in mind. It is so phrased that it leaves no comeback—without an energetic mental effort not likely to be worth while to the bulk of readers of advertising.

A quotation or two from the dominant style of copy in this campaign may also be of interest:

"The Disteel wheel—a spokeless steel disc—enhances the beauty of motor cars that are already beautiful. The plane surfaces of Disteel wheels harmonize and complete the streamline treatment of the car's design." This is from the first ad in the campaign. The second ad starts out:

"At last Science has reached the *wheels* of the motor car. And it is curious that the *wheel*, in many respects the most important part of the motor car, should be the last to be reached.

"Heretofore, ingenuity and engineering thought have been lavished upon the motor, the electric equipment, the spring suspension, the body design, the furnishings of the car. These have already been developed to a high state of efficiency and excellence.

"Now the *wheel* has arrived—the *wheel* that actually is one of the most essential and one of the most beautiful features of the motor car."

The first two paragraphs of the fourth ad read:

"It is the motor car itself that has made necessary the conception, the perfection and the general adoption of Disteel wheels.

"The wheel should not mar the beauty of the car's design. It should complete and accentuate that beauty. Disteel wheels achieve

this by harmonizing the streamlines of the car."

This campaign is not designed to sell wheels at this time, for the company has plenty of orders, war and otherwise, and is simply popularizing a particular kind of wheel design and wheel efficiency so that when the market begins taking wheels again it will be ready to take this kind of wheel big.

Somewhat similar advertising also is being run in the trade papers, to reach dealers in motor cars, accessories, etc. The displays and the arguments are similar, but take more into consideration the technical knowledge of the reader.

An advertising man, talking in generalities, has put punch into this very thought: "Why continue to advertise when there is nothing to sell? There is something to sell. The greatest thing that any manufacturer has to sell is, not his product, but the company, the trade-mark, the good will back of that product. And the most important time to do this good will selling is when the goods themselves are partly or entirely off the market. The business that is going to occupy a dominating position when the war is over is the business that has succeeded most thoroughly in stamping itself and its ideals upon the public consciousness. Advertising has a bigger job to perform to-day than it ever has had in the whole history of business."

Death of Gordon B. Massengale

Gordon B. Massengale, vice-president of the Massengale Advertising Agency and secretary and general manager of the Massengale Bulletin System, died at his home in Atlanta on October 1, aged 35 years. Mr. Massengale had left a sick-bed to attend a meeting of the Thomas Cusack Company managers in Chicago, and exposure on this trip brought on pneumonia, which caused death.

The Massengale agency was founded more than twenty-three years ago by the eldest brother, St. Elmo Massengale, who afterward was joined by his brothers, Gordon and W. R. Massengale, who became officers of the company. Gordon was named for General John B. Gordon, the famous Confederate leader.

The Building Question on Farms

Farm Improvement Conferences Seeks Modification of Building Restrictions—Three Days' Sessions at Des Moines Held as Part of the Nation's War Programme

MORE than 125 representatives of manufacturers, publishers, county agents, farmers and their wives, and agricultural college professors gathered at the farm building improvement conference called by E. T. Meredith at the plant of *Successful Farming* in Des Moines to discuss problems arising out of the war in respect to the farm building situation. The conference was held September 26, 27 and 28, and numerous papers were read and impromptu discussions conducted on the situation.

T. W. Le Quatte, chairman of the conference, announced its object as an effort to determine what things are essential toward winning the war so far as farm buildings and improvements are concerned.

Lafayette Young, Sr., chairman of the Iowa Council of Defence, set forth recent rulings of the War Industries Board relating to the limits in farm building allowed, and discussed the efforts made to co-operate with the Government so that the War Industries Board's decisions might be revised to allow for as much building on farms as would be consistent both with the need for enlarged farm capacity for production and at the same time with the Government's priority needs. The original limitations, he said, had been modified so that a farmer could build an independent building at a cost of \$1,500 or less without seeking a permit.

A number of speakers dwelt on the necessity of assisting the farmer in putting in as many improvements as possible now when he has the money, in order that what they called "farm morale" shall be maintained. The neces-

sity of making more adequate provision for farm labor than has hitherto been the case was emphasized, if the farm is going to be made attractive for laborers who can otherwise seek other opportunities where attractions and living conditions are better. The farmer, with the single men being called into the service, must make better provision for hired men with families, and housing the farm laborer's families in suitable tenant homes, apart from the main house, is as important a subject to-day as housing labor in crowded industrial centres.

This same holds true of the farm girls and boys, the speakers pointed out. If they have comfortable homes, with plumbing, running water, electricity, and household labor savers, it is going to be easier to keep the young people at home.

George E. Piper, a county agent leader from Kansas, said that investigation has proved that machinery housed lasts about half again as long as machinery unhoused, emphasizing the necessity of allowing the farmer to build when he is being urged to speed up production.

Mrs. Fred D. Brownell, a farmer's wife, of Winterset, Ia., made a great hit by her talk on her life history as a farmer's wife, and some of the things that as a farmer's wife she would like to have in an "ideal" farm home. On the question of building at present she said:

"As a farmer's wife, I would not build now, but I would fix up the old house and use it for another five years. I am thinking of the tenth, and eleventh, and twelfth Liberty Loans.

"I don't know the size of my ideal home, but the kitchen will be large enough for three workers, and the top shelf of the cupboard will be easily reached from the floor. There won't be too many cupboards nor too many cupboard drawers. We will have screened porches, and water, hot and cold. We will have a furnace and an electric plant. And we will have an ice house."



Yours for the

Fourth Liberty Loan

McCLURE'S

How Chicago Reach

The Daily News' leadership in Dry Goods and Department
This statement, covering a period from January 1 to September
the combined merchandising genius of America's Second City.
Total Lines Display Advertising, Dry Goods and Department

	The Daily News	Tribune	
		Daily	Sunday
Boston Store	342,828	7,186	114,534
Rothschild & Co.	321,128	23,119	105,977
The Fair	317,818	8,009	125,528
Mandel Bros.	253,829	147,181	90,091
Marshall Field & Company.....	211,239	211,468
Wieboldt's	174,034	30,461
Hillman & Co.	174,026	1,800	70,110
Carson Pirie Scott & Co.....	172,530	190,259
The Hub	138,543	115,415	19,123
Siegel Cooper & Company.....	122,486	2,556	45,078
M. L. Rothschild	121,354	128,132
Chas. A. Stevens & Bros.....	64,967	117,470	48,535
L. Klein	55,082	381
Klee Brothers	35,284
Twelfth Street Store	27,084
L. Weber	17,801	47
Becker Ryan & Co.....	16,313
Total.....	2,566,346	952,976	649,484

THE DAILYS

1,613,370 lines more than the next morning paper.

1,348,439 lines more than the next evening paper.

963,886 lines more than the next daily and Sunday paper combined

No stronger evidence that
pletely dominates this artant

THE DAY

FIRST

Department Stores For Public

Department advertising is the outstanding feature of newspaper advertising in Chicago. The September issue of the *Printer's Ink* fairly illustrates the buying habits of Chicago as they are determined by the City.

Department advertising January 1 to September 30, 1918:

Line	Sunday	Mid day	Examiner		Herald and Examiner		Post	American	Journal
			Daily	Sunday	Daily	Sunday			
114,534	994		16,485	38,722	29,463	69,571	18,235	139,653	202,501
105,977	180		7,711	39,579	9,871	58,082	11,146	145,908	201,821
125,528	990		13,451	45,089	16,882	67,365	32,926	230,192	202,177
90,091	280		9,209	21,156	21,515	35,330	50,866	29,551	207,050
30,461		56,899	86,529	136,227	201,145	179,835
70,110	13,348	22,718
19,123	256		840	24,002	1,049	37,800
45,078		38,550	51,366	30,841	46,699	58,142
2,005		27,946	5,250	45,472	14,833	7,439	51,310	41,814
48,535		2,394	40,922	25,109	50,930
.....		2,186	2,653	5,035	1,919	32,708	36,144
.....	769	3,964	1,814	16,185	37,493
.....	402
.....	13,185
.....
47	3,656
.....
649,484	700		177,676	230,721	268,353	309,663	291,413	935,301	1,217,907

ADVERTISING LINES PRINTED:

971,195 lines more than all morning papers combined.
 121,725 lines more than all other evening papers combined.
 1,278,778 lines more than all Sunday papers combined.

It is evident that The Daily News commands the most important field of advertising.

THE DAILY NEWS

OF CHICAGO

368,492

The New York Times

THE average net paid circulation of The New York Times, daily and Sunday, for six months ended September 30, 1918 (reported to Post Office Department October 1, 1918), was **368,492**.

21 YEARS' RECORD

1898	25,726
1899	76,260
1900	82,106
1901	102,472
1902	105,416
1903	106,386
1904	118,786
1905	120,710
1906	131,140
1907	143,460
1908	172,880
1909	184,317
1910	191,981
1911	197,375
*1912	209,751
*1913	230,360
*1914	259,673
*1915	318,274
*1916	340,904
*1917	357,225
†1918	368,492

Net Paid Circulation
Monday, Sept. 30, 1918

372,890

The circulation of The New York Times is now the greatest in its history, notwithstanding the recent increase in price from one to two cents.

The week-day circulation of The Times exceeds that of any other New York morning newspaper.

The circulation of The New York Times represents the largest and most widely distributed group of intelligent, discriminating and responsive readers ever assembled by a newspaper.

* Post Office Department report.

† Price increased from one to two cents a copy January 26, 1918.

Supplementary Liberty Loan Ads That "Mop Up"

You Find Them Used on Hotel Registers, in Telephone Booths, on Match Boxes—Ingenuity in Finding Mediums

NOT until the campaign to sell \$6,000,000,000 worth of Liberty Bonds comes to an end on October 19, will it be possible for a citizen of New York during his waking hours, to escape the appeals for his support that are being made through the different advertising mediums employed by the publicity committee of the Second Federal District.

PRINTERS' INK has described a great many of the striking features of the newspaper, magazine, poster and window advertising campaigns that have been launched. There are, however, a number of other forms of publicity supplementary to these, that sustain and carry forward the message they set forth. To the superficial observer they may seem of little importance, but in reality they serve a good purpose and are distinctly helpful in swelling bond subscriptions. They are constant reminders of the financial needs of the Government to back up the men at the front who are risking their lives for us.

The city dweller, when he takes in the bottle of milk left outside the door of his apartment, finds on the stopper a slogan telling of the loan. The paper bag containing his morning rolls or the wrapper around his daily loaf of bread has printed upon it a brief message urging his support of the bond issue. When he leaves home a glance at the neighborhood clock reveals the ever-present reminder, "Time to Buy Liberty Bonds," and as he pays his carfare he finds on the back of the transfer that is handed him a Liberty Bond slogan. If he rides to his office in an automobile the single word "Lend," pasted on the windshield or printed upon a piece of red cardboard, which flutters in the breeze from a string tied to one

of its supports, greets his gaze. All day long, wherever he goes, he sees similar reminders of the urgency of supporting the loan.

If he receives a check for a dividend, enclosed with it is a card admonishing him to aid the boys "over there." "Pass the card along with the first dollar you spend," is the exhortation. "After this day's job he will need a new outfit. Does he get it? This money in Liberty Bonds well says he does." From the banks and other financial institutions with which he deals, Mr. New Yorker receives cards giving statistics regarding the loan. If he has occasion to use a public telephone he is confronted by this inscription on the door of the booth: "The boys 'over there' would be glad to talk over the telephone to their friends back home. Buy Liberty Bonds." When he looks over the hotel register to find the name of one of his customers who has just arrived in town he finds this line: "The boys 'over there' are away from home, too. Buy Liberty Bonds."

APPARENTLY NO AVENUE OF PUBLICITY IS FORGOTTEN

These are only a few of the many methods used by the publicity committee to stimulate interest in and effect sales of the bonds. Every telegraph office is supplied with cards which are enclosed with messages when delivered. Through the co-operation of local committees these Liberty Loan cards are distributed in schools, department and other retail stores and in factories. Hotel rooms are provided with special cards, posters are supplied to business houses to paste upon letters. The menu cards of restaurants contain slogans and the pay envelopes in

hundreds of factories carry reminders. Special literature is distributed by the commercial rating houses and is placed in laundry packages and candy boxes. Messenger boys have been furnished armbands advertising the loan. On boxes of safety matches is printed the figure of a fighting-man and a bond selling slogan. Hundreds of theatre curtains display Liberty Loan appeals.

Printing presses have been busy for weeks turning out the different kinds of printed matter described above. It is estimated that by the time the campaign is over 115,000,000 pieces will have been distributed. The committee has not been unduly hampered by restrictions as to the use of paper. While economy has been practiced in the preparation of matter, the aim has been to print no more than is deemed necessary for the territory embraced by the Second Federal District. Requisitions for the amount of material necessary for properly covering a section, based upon its population, number of factories, stores and institutions, are forwarded to headquarters. The figures are checked up and if the quantity desired seems excessive the order is cut down. District committees are urged to guard against waste or duplication.

It is the opinion of the committee that in no previous campaign has the territory been so intensively covered with advertising matter, and the prediction is made that the loan, in spite of its record-breaking size, will be over subscribed before the end of the campaign.

Health Signs in Advertising

D'ARCY ADVERTISING CO.
ST. LOUIS

Editor of PRINTERS' INK:

In my humble judgment, there never was a time when advertising had rendered such constructive service to all interests, private, corporate, national, in fact, international service, as it has done since 1914. Advertising, since the time One, has been more or less kicked about, criticized, misapplied, generally misunderstood, but, in spite of these black marks, it has come through as a force, not only justified, but more generally recognized as the fore-thought and not the after-thought of anything.

These are times when everything that influences our commercial existence is thrown into a melting-pot in order to determine the difference between waste and pure substance and worth-while service. The shrinkage in advertising volume is not cause for shaky knees. Some curtailments are absolutely imperative; readjustment these days is necessary; it is a healthy sign; it is a signal that we are carefully taking stock, that we are counting noses in order that when we do rebound after properly assimilating the difficulties that confront the commercial world, we will not find it necessary to once again hesitate.

There can be no substantial set-back of advertising. It is a world-force that always has been and will continue to be the very impetus of all commercial enterprise. Advertising to-day is bringing into the foreground, you might say into the advertising kindergarten, many concerns, big and little, who have in the past thought that by virtue of their line, advertising in no sense was applicable or necessary to their continued prosperity. There has, however, been a very satisfactory mental readjustment on this score. The bigger the man, the bigger the organization, the surer you are to find within a corporation a consciousness that the consuming world must be informed on the service they have to render. And when times become more normal, the number who use advertising will be far greater than those who entered this class in 1914.

The classification of man-power, woman-power, financial-power, manufacturing-capacity, which has been made necessary in creating constructive war machinery, has been the most compelling influence that has affected advertising and will affect its future that we have experienced.

No man or industry to-day can hide his identity. He has been marked and he must give service or quit. This tends to make every industry explain its birth-right and what it offers, and herein enters advertising to a field and to an appreciation that has not been extended since the day when advertising was created in the Garden of Eden.

If there is any future for civilization, there is just that same future for advertising.

W. C. D'Arcy.

South Bend Agency Changes Name

The name of the Lampport Advertising Company, South Bend, Ind., has been changed to Lampport-MacDonald Company. The action marks no change in the business, as C. A. MacDonald has been vice-president of the company since its organization. W. K. Lampport continues as president.

The Consolidated Utilities Corporation, Chicago, manufacturer of farm-lighting plants, has placed the Bowers Advertising Agency, Chicago, in charge of its advertising. Farm papers are being used in the campaign.

25 Million Tons of American Ships!

THIS country will have an enormous mercantile marine after this war. We will have the ships and will have the markets, for American products will be enormously in demand abroad. It is of the utmost importance, however, that this trade be gone after NOW.

THESE are days of rapid and tremendous change. Business houses must not rest on their laurels. Leaders today may not be leaders tomorrow, unless they are far-seeing and prepare NOW for the trade to come.

OUR organization is equipped to help extend your export business through making your products better known among the leading buyers in all foreign markets. The AMERICAN EXPORTER is published in separate English, French, Portuguese and Spanish editions, and is prepared to take the story of your products to the right houses in each market. It has been doing this work for over forty-one years, and has a reputation among buyers abroad that you can utilize.

FOR those that desire, we offer translations of correspondence, credit information, selected lists, reports on any market, and other assistance to make the campaign through our columns effective.

May we send you sample copies and complete explanation?

AMERICAN EXPORTER

17 Battery Place, New York

Member A. B. C.

Making Good Americans of Factory Employees

CLEVELAND, O., Sept. 21, 1918.

Editor of PRINTERS' INK:

While the Government furnishes house-organ editors—and by house-organ, I mean *internal* house-organ—with much interesting copy and information, it does not furnish us with what we need most of all.

I refer to *photographs* showing lively scenes connected with the war.

There is a large percentage of foreign-speaking peoples in all our manufacturing plants. These are the very ones who most need propaganda regarding the war and the causes therefor. In many instances the tongues spoken in each plant are so numerous that it would be impossible to furnish translations of editorial articles on the war.

But a picture speaks all languages and tells the story better than we pen-pushers can ever tell it.

Of course the Government does furnish a catalogue of titles describing their many official photographs, but titles at best are little indication of the real subject matter of the photograph.

Would it not be possible for the Government to send internal house-organ editors each month twenty-five or more proofs in miniature of educational photographs showing the Red Cross, the Y. M. C. A., the K. of C., our own troops in action and at rest, shipbuilding—educational, human interest pictures, each one a real salesman of the subject?

With a set of these proofs in front of me, I could pick out the preferred photographs and order the originals for reproduction in a forthcoming issue.

I feel confident that house-organ editors all over the country would welcome this service and would be more than willing to pay sufficient for such photographs to warrant the continuance of the service throughout the period of the war.

Would it be possible for you to suggest this to the proper parties and to show them in your own way the crying need for visualizing the war and the sacrifices which it entails, to the foreign-born—and yes, to the native-born also?

The Cleveland Twist Drill Co.,
C. H. HANDERSON,
Advertising Manager.

PEOPLE who are writing to PRINTERS' INK to inquire whether an advertising man is a "non-essential" may find that the above letter throws light upon the question. Here is an advertising man who is not merely working to keep up the morale of his factory force in the interests of his em-

ployer, but is also advertising the justness of our cause in the war in the interests of Uncle Sam.

In the "Priorities List" issued Sept. 8 by the War Industries Board, newspapers and periodicals entered at the postoffice as second-class matter are recognized under Class IV. Although house-organs are not so recognized, it strikes us that a man like Mr. Handerson, who is making better Americans of a great factory force, is doing a very important work for the country. The printing of his letter here may suggest to other "internal" house-organ editors and advertising men generally how they may turn their talents to account in the national emergency.

Reverting to the main question of whether an advertising man is a non-essential, in war times, PRINTERS' INK can recall the names of two or three who might very well be classified as non-essential even in peace times.—
[Ed. PRINTERS' INK.]

Advertising on Expanding Scale

J. WALTER THOMPSON COMPANY
NEW YORK

Editor of PRINTERS' INK:

Practically without exception, our clients are advertising this year on an expanding scale in proportion to their expanding business.

In the few instances where the requisition of output or raw materials for war purposes has reduced commercial production, it will be the policy of these concerns to maintain their contact with the consumer through advertising, and utilize this time to inform the public on many subjects about their institutions which they have long wanted to have the public know, but on account of the attention devoted to actually pushing sales in the past they have never taken up.

With the exception of these limited lines, the sales are unusually active as a result of the very widespread increase in earning capacity.

STANLEY RESOR.

Joseph S. Vogel Changes Name and Position

Joseph S. Vogel, formerly with the Brearley-Hamilton Company, Grand Rapids, Mich., has become associated with Martin Heegstra, Chicago.

Mr. Vogel has obtained court sanction to change his name to Joseph S. Older.



Acres of Pride

An acre of ground cuts up into 20 average town lots of 25 feet front. In this country less than one man in seven thousand owns an acre of land. In the heart of New York City an acre is worth two million dollars.

Up to October first, this year, subscribers to THE PEOPLE'S HOME JOURNAL, in response to our editorial appeal, have donated more than 600,000 acres of land for Bird Sanctuaries.

In terms of surface this means that nearly a thousand square miles have been pledged to the Journal for the protection of insect-eating birds. And the work has only just commenced.

As an evidence of the intelligence, patriotism and co-operation of our readers, their response to our Bird Sanctuary appeal speaks in language which anybody can appreciate and understand.

The People's Home Journal
NEW YORK

For 33 Years the Magazine for Every Member of the Family

AMERICAN—A Paper for People Who Think—FRIDAY, SEPTEMBER 27, 1918

"I don't believe in war. It is unbelievable to me that any man with a shadow of love for his fellow men should believe in war. But I do believe in THIS war!"

See page 115
Hearst's Magazine for October

Henry Ford

TO back up what he says, Henry Ford is turning out tanks and artillery caissons by the thousand, and steel helmets by the million.

"As soon as I saw the war situation in Europe first hand," says Henry Ford, "I was convinced that this war could be ended only by crushing the foes of peace."

To do his share of the crushing, Henry Ford launches every day a complete "Eagle" boat—220 feet long—that spells a new death to submarines.

"The proposition is coldly logical," says Henry Ford. "To defeat militarism forever we must crushingly defeat Germany. This is our Job as a Nation!"

READ "Our Job as a Nation" in Hearst's for October. It is, perhaps, the most remarkable anti-pacifist document the War has yet produced. No bellicose publican, welcoming war with willing words, compares in determination with the quiet sincerity of this man who hates war—and sees its grim necessity nevertheless!

If you ever wonder whether all your sacrifices are really worth while—whether any peace wouldn't be better than another Winter in the trenches—whether after all, we really know what we are fighting for—don't fail to read what Henry Ford has to say in the October Number of

Hearst's

MAGAZINE

The Magazine with a Mission

AMERICAN.

WASHINGTON, Sept. 21.—General Pershing's dispatch to-day says: Aside from patrol encounters and increased aviation activity in the West, the day was successful in the sectors occupied by our troops.

BRITISH.

LONDON, Sept. 21.—Marshal Haig's dispatch to-night says: In a minor operation undertaken by us this morning east of Ephegy British troops successfully advanced their line after heavy fighting. Strong opposition was encountered at all points, and later in the day the enemy launched a number of counter-attacks of considerable strength. In spite of the resistance our troops made valuable progress on the whole of the front of their attack.

tion with great gallantry and inflicted many casualties. On the night of Thursday, Sept. 19, when the enemy was repulsed by us, the whole party returned to the front without loss.

Yesterday fresh attacks against our posts north of Moenreux were repulsed.

In the evening the enemy heavily bombarded our positions in the neighborhood of Glanville Wood, and under cover of this bombardment pressed back slightly one of our advanced posts south of the wood. Throughout the night the German infantry made repeated and determined attempts with gas-chargers and bombs to drive in our positions in this locality. All the attacks were repulsed after hard fighting.

In the night our line was somewhat slightly northwest of Boleigne.

This morning fighting recommenced in the sector east of Boleigne.

Hearst's Magazine for October is being advertised

The recipient sees but ONE

THE recipient of your printed matter doesn't know how many thousand booklets you are mailing—nor does he care. He receives only one.

By that one, he judges your product and you.

Better mail fewer booklets, and make each one fully express the quality of your goods and your house. Choose a paper whose texture and color suggest not only the prestige of your product, but also its character:—its delicacy or ruggedness, its femininity or dignity.

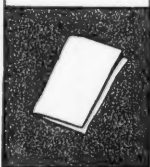
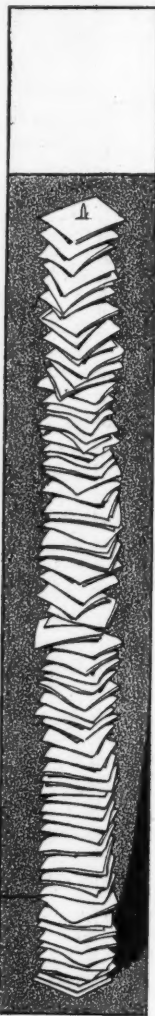
The resultant saving in paper, postage delivery and time both improves your cost sheets and helps in the war-time elimination of waste.

Your printer or advertising agent will find the Strathmore Quality Paper that expresses the idea you wish to convey.

*Write for our interesting booklet,
"The Language of Paper." It
shows the difference in papers for
different merchandise.*

STRATHMORE PAPER CO.
Mittineague, Mass.

Strathmore Quality Papers



War-Time Advertising Puts a Brand of Peanuts on National Map

Planters' Nut and Chocolate Co. Builds Trade-Mark Prestige Against After-the-War Competition

By John Allen Murphy

A MANUFACTURER does not have to be in the peanut business to get a valuable war-time lesson out of the story of the Planters' Nut and Chocolate Company. The man who makes bricks or cheese, or who sells canned goods, fabrics or whatnot will find a suggestion in the advertising efforts of this confectionery house that may throw new light on his own problems.

The Planters people have become advertisers since the United States entered the war. The advertising is not intended to stimulate immediate consumption of peanut products. The concern has all the business it can possibly take care of. If it could get more peanuts, it could easily do more business. The advertising, therefore, is for the purpose of firmly establishing the trade-mark and to give it a national standing. When normal conditions are restored the trade-mark will then not only strengthen the company against the ruthless price competition, which customarily besets this field, but it will also help the company to introduce new peanut products, which it intends to bring out from time to time.

Building good will for a trade-mark against the return of peace is something that a number of advertisers are doing. That, in itself, to the concern that is willing to keep up its advertising is not a particularly difficult problem. The task facing the Planters' company, however, presents some complications that lend interest to its campaign.

Nationalizing a brand of salted peanuts is not boys' play. For that matter nationalizing any kind of a confection is not the easiest job in the world. There is something inherent in the confectionery

trade, just as there is in flour milling and in some other lines that inclines to make it a local business. A large portion of the candy business of the United States is done by local manufacturers. They operate intensively near home and in a few nearby States, but beyond that many of them make scarcely any attempt to do business.

There is, of course, a very good reason for the local nature of the confectionery industry. Freshness is a very desirable quality in candy. All soft candies tend to harden quickly and they should not be tied up too long in the course of distribution before being consumed. To build up and hold a good trade on confectionery a merchant must maintain a rapid rate of turnover on his stock. To do this the retailer is inclined to buy from nearby points. Of course many of the most successful confectioners manufacture a good deal of the candy that they retail. Often their best trade-winning specialties are their own make.

WHY SALTED PEANUT SALES VARIED

This condition affected pretty much the whole confectionery line. It even applied to gum, before the days of Wrigley, the American Chicle Company and other national promoters of gum. In the old days the gum business was dominated by sectional brands. The condition certainly applied to salted peanuts. There were hundreds of different kinds. In almost every town some individual or firm put up salted peanuts and sold them through the local stores. On the other hand, some concerns in the business covered considerable territory. Some of these people had the knack of getting a

most delicious tastiness into the article and hence built up a splendid business. In other cases the product was valueless and the boring business died of inanition. As a result salted peanut sales were very spotted. In some districts the per capita consumption was heavy, but in other sections it amounted to very little. Doctors and others occasionally advised people to eat more peanuts, as they are a valuable concentrated food, but as is usual, people paid little attention to the advice. The only way to get people to eat more of any kind of food is constantly to keep its merits before them by advertising and to arrange the distribution so that it will at all times be convenient for them to buy the food.

Obviously, then, there was a well defined field for a salted peanut to be sold nationally and to be advertised in the same way. Many candy manufacturers, despite the local character of the industry, were able to overcome the difficulties in front of them and to find a broad opportunity for expansion in the national market. Then why not salted peanuts? The candy people found ways to keep the product in prime condition until it reached the ultimate buyer. Couldn't some way be found to keep peanuts fresh until they reached the consumer in a distant state? Getting the package or the method of packing right is very often all that a product needs to justify its national exploitation.

The Planters' Nut and Chocolate Company found a way to overcome the packing difficulty. The method that it uses was described a year ago in **PRINTERS'**

INK, when mention was made of the company's try-out campaign in New England. Briefly stated this plan is: The peanuts are delivered to the dealer in air-tight tin cans, holding ten pounds. In each can also comes enough empty glassine bags to hold the contents of the can when sold at the rate of five cents or six cents a bag. The bags, of course, are plainly marked "Planters' Pennant whole blanched

The LOW COST of HIGH LIVING

PLANTERS' PENNANT
WHOLE BLANCHED
SALTED
PEANUTS
FOR SALE HERE

Planters' PENNANT
— WHOLE SALTED PEANUTS —

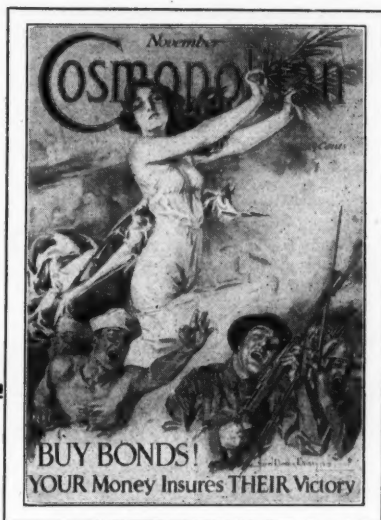
However, users that purchase entire discrete lot and peanuts than any other available kind.
Fishes like are Planters' Pennant Salted Peanuts are only candy that "never melt," but hold up short before as well.
Give the kids all they want.
It is "a sure, successful, satisfaction."
Dr. H. W. Wiley says peanuts are highly nutritious, and you can eat Planters' Pennant Salted Peanuts without loss of indulgence.
Clear down well.

Planters' Salted Peanuts are the peak of the crop from many Virginia fields—golden, whole peanuts, selected for size, firm, and perfection.
Planters' Pennant Salted Peanuts are sold only in this way—paper bag with the red pennant on it.
The Planters' Nut & Chocolate Co.,
Wilkes-Barre, Pa.
Manufacturers of high grade nut confections and peanut butter.

WHIMSICAL COPY THAT WAS FEATURED TO DRAW
ATTENTION TO TRADE-MARK

salted peanuts." The dealer also receives an air-tight glass jar for the display of the nuts. If the retailer has any business at all it should take him no time to dispose of ten pounds, after the can has been opened. Thus there is no chance for the nuts to lose their freshness. The weakness in the plan is that it makes substitution easy. The advertising is gradually minimizing this possibility, however. As the trade-mark and the method of selling become familiar to the consumer there is less opportunity for widespread substitution.

The company made its adver-



This is the magazine
bought by more than
a MILLION people
every month.

THIS is the magazine that publishes
the work of writers and artists *uni-*
versally recognized as the greatest in
all the world.

That's why more than 1,000,000
people buy it and why millions read it.

*That's why any newsdealer will tell
you that it is the fastest selling maga-*
zine in America.

ANNOUNCEMENT

Robert J. Danby

joined the Nordhem organization on October first. Mr. Danby needs no introduction to the advertisers of this country. His long experience in the periodical field speaks for itself. We regard him as a very desirable accession to the Poster field and are glad to have him in our goodly company.

IVAN · B · NORDHEM CO ·

*Poster Advertising in the
United States and Canada*

8 West 40th Street - New York City

Bessemer Building, Pittsburgh, Pa.

· Offices in Buffalo, Kansas City, Minneapolis, Cleveland

Canadian Representatives
THE WADSWORTH-NATHANSON CO.
504 C. P. R. BUILDING
TORONTO

tising debut in 1917, when an experimental campaign was tried out in New England newspapers. At the same time some work was done on the elevated and subway cars in New York. This year the scope of the campaign was increased. National mediums were used, principally a number of pages in one of the big weeklies. The copy was of a whimsical nature. Children at play were featured prominently, the idea being that a child in action is always sure to attract the attention of grown-ups. The trade-mark, together with the house's trade character, Mr. Peanut, were played up. Every effort was made to dignify the proposition, as somehow peanuts always seemed to be a fit subject for the joke-smith. No attempt, though, was made to intensify demand as the company had all the business it could handle. The dominant purpose of the copy has been to acquaint the public with the trade-mark and with the package.

And in this it has succeeded beyond expectations. That this is true there is one very convincing piece of evidence. While the backbone of the Planters' line is the salted peanut, the company is gradually bringing out a varied family of other peanut products. These consist mainly of different kinds of peanut bars in which very little sugar is used. Confectionery that does not require much sugar is in a very fortunate position these days. Since the manufacturers can get only 50 per cent of the sugar they used last year, they are naturally concentrating what they can get into the manufacture of their most popular sellers. Of course they are also favoring candies that require little sugar. But even then there is hardly enough of the best selling brands to keep the trade supplied to the limit of demand. A retailer will get in a shipment of some kind of confectionery that he has been pushing for years. Often the entire lot will sell out in a few days and sometimes in a few hours. It may be a long time before he can get any more. In the meantime he has to buy candy

wherever he can get it and not be too particular about the brand. The chances are that the dealer in his emergency buying will stock several of the little-sugar grades of candy, because those may be the only kinds he can get. In this way he is likely to accumulate quite an assortment of unknown brands. In this way Planters' nut bars have found their way into many a dealer's stock and probably much more quickly than they would were the currents of trade normal. But here is the point where we find that the company's advertising has been getting the trade-mark across to the public. A number of dealers have told the writer that when people are unable to get their favorite brand of candy, they look over the strange stock on display rather suspiciously, hoping against hope that after all they may be able to see something that appeals to them.

These dealers say that it is truly surprising how many will finally pounce on the Planters' bar with a glow of recognition in their eyes. The name has already come to mean something to them. Many people will ask, "Are these put out by the concern that advertises salted peanuts?" And because of this consumer acceptance the Planters' line is rapidly entering that class of well-known confections that the dealer has great difficulty in keeping stocked in these days of acute shortages. The advertising of the salted peanuts, with the trade-mark featured, is leading the whole "family" into the market.

Evidently those folks who said there was nothing distinctive enough about a salted peanut to make it advertisable were mistaken. The experience of this company demonstrates one of those broad, fundamental principles of marketing that can be widely applied.

Newspaper Representative Training for Army

Ensign W. Conklin, of Verree & Conklin, Inc., New York, newspaper advertising representatives, has enlisted in the Students' Army Training Corps, Columbia University, New York.

Use of Advertising Inserts on Coated Paper

Seventy-Pound Stock Is the Maximum, Unless Inserts Were Printed Prior to August 22

ADVERTISERS may use, without fear of transgressing the rules and regulations of the War Industries Board, advertising inserts on coated stock of heavier than 70 pounds weight if the inserts were printed prior to August 22, 1918. Inserts printed since August 22 on paper above the seventy-pound maximum are not allowable for inclusion in the advertising sections of periodicals. Nor can this prohibition be waived because of the circumstance that the heavy coated stock was contracted for, or was even delivered at the printing establishment prior to August 22 if the actual printing had not commenced by that date.

This, in effect, is the ruling given to PRINTERS' INK this week at the Pulp and Paper Section of the War Industries Board on the status of coated paper inserts for inclusion in magazines or other periodicals. In asking for a ruling it was explained to the officials that it is the custom of a number of national advertisers to arrange long in advance for the printing of all the coated paper inserts that will be required for an advertising campaign that extends over some months. Thus, it has been brought to the attention of PRINTERS' INK that when the Pulp and Paper Section clapped down its recent restrictions on the use of coated paper a number of advertisers had contracted for, and in some instances had deliveries on the inserts required for the autumn, winter and spring months of 1918-19, the season of the year when the use of this form of advertising is heaviest.

The officials at Washington agreed with the view that to prohibit absolutely the use of inserts already printed would involve an absolute waste, and in accordance with their avowed policy to allow the use of all printed matter in

the hands of advertisers when the restrictions went into effect they are willing to grant exemptions as above indicated. Incidentally they ask that it be emphasized to advertisers that they are still free to use inserts on coated paper up to the seventy-pound weight. Inasmuch as the large mail-order houses have, by preference, used sixty-pound coated stock for their catalogue inserts for a long time past with apparent satisfaction, it is hoped that advertisers may be able to make out fairly well with magazine inserts on stock that does not exceed the seventy-pound deadline.

PUBLISHERS ARE HELD RESPONSIBLE

Although the advertiser must, obviously, be conversant with the limitations imposed by the War Industries Board upon coated paper inserts, the officials at Washington are at pains to impress the fact that all their dealings in such matters are with the publishers who make use of inserts. The Pulp and Paper Section holds the periodical publisher responsible and does not look to the advertiser in the matter even though the printing of the inserts was done in an advertiser's own plant. If the War Industries Board is prompted to ask for an explanation of an apparent disregard of regulations in the use of coated paper inserts the explanation will be asked of the publisher and not of the advertiser.

Because it is customary for the officials at Washington to ask explanations of apparent indiscretions in the use of paper and because an effort is made to keep fairly close tab on the newspapers, magazines and other advertising mediums, it is suggested that it will be a good idea for every publisher when admitting to his publication an insert on stock above seventy-pound weight voluntarily



The World.

NEW YORK

TEL. 4000 BECKMAN

OFFICES IN GREATER NEW YORK:

MAIN OFFICE, WORLD BUILDING, PARK ROW
 UPTOWN OFFICE, COR. 38TH ST. & BROADWAY
 HARLEM OFFICE, 248 WEST 125TH STREET
 BRONX OFFICE, 408 EAST 149TH STREET
 BROOKLYN OFFICE, 292 WASHINGTON STREET
 317 FULTON STREET.

MAIN OFFICE October 14, 1916.

ABOUT DEALER INFLUENCE.

Dear Sales Manager:-

In spite of never-ending oversolicitation there is one way in which "the dealer" is still just as vulnerable as the rest of us.

He has his favorite newspaper.

And he is not suspicious or unresponsive when his favorite newspaper speaks.

Have you always taken this into consideration, when choosing an advertising medium for an introductory campaign?

IN NEW YORK, the Retail Merchant's own home (and store)-paper is THE NEW YORK WORLD.

THE WORLD, Morning, Evening and Sunday, is the possessor of the only really truly DEALER INFLUENCE.

We have canvassed hundreds of retailers on this point (we shall canvass many thousands), and we know whereof we speak.

May we show you?

Yours very truly,

THE DEALER'S OWN NEWSPAPER'S

Bertrand L. Chapman MGR.

MERCHANDISING DEPARTMENT.

to make an explanation of the circumstances to the Pulp and Paper Section without waiting for an inquiry from that quarter.

What the Pulp and Paper Section desires from the publisher under such circumstances is a statement in writing (in the form of an affidavit under oath if the publisher prefers) declaring that the insert on coated paper above the allowable weight was printed prior to August 22. Naturally the publisher is expected to look to the advertiser whose insert he is circulating for whatever assurances he may deem requisite that the inserts have been put on the press prior to the date mentioned. Whatever the form of the declaration that the publisher may ask and receive from the advertiser he is not expected to forward a copy of this guarantee to Washington, and in the average case there will probably be no occasion for him thus to back up his own statement, although, naturally, the Pulp and Paper Section is quite willing to receive such confirmation if he prefers to have it on file along with his own justification.

INSERTS CHARGED AGAINST PUBLISHER'S TONNAGE

A question that has been raised repeatedly of late by periodical publishers whose custom it is to admit to their advertising sections inserts furnished from outside sources and printed in outside plants is whether or not the amount of the paper stock represented in such inserts is to be "charged" against the tonnage allowed the publisher. The answer to all such questions is in the affirmative. The publisher is the "user" of the paper within the interpretation of the regulations at Washington and he must, in effect, account for the amount of paper involved out of his quota.

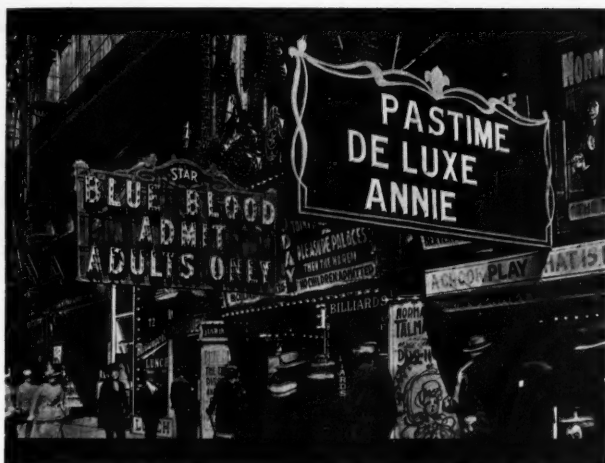
This is a question that is by no means confined to the inserts on heavy coated paper printed prior to August 22 nor, indeed, to inserts on coated stock of any weight but, on the contrary, involves the establishment of a principle governing all manner of in-

serts, supplements, etc. Broadly, everything that goes out under a publisher's imprint comes out of his paper allowance and he is no less a debtor in this relation if his output encompasses inserts that were prepared complete in printing plants outside his control or if he printed the inserts in his own establishment but on stock that was furnished him by the advertiser for this specific purpose. In other words, the war necessity is considered to call for a limitation of the paper consumption by each publisher, not merely a restriction of paper purchases, and thus the publisher is not supposed to exceed his ration even if he has a contribution of paper stock from an outside source which, on the face of things, should allow his own stock to go farther.

In charging up the stock represented by inserts against a publisher's allotted tonnage there will, however, PRINTERS' INK is assured, be no action at the Pulp and Paper Section that will operate to penalize a publisher for the allowable use by advertisers of coated stock of a weight in excess of seventy pounds. That is to say, if an advertiser presents for insertion coated stock inserts printed on, say, 100-pound paper on a date prior to August 22, the publisher is warranted in admitting such inserts in full assurance that the deduction therefor from his tonnage allowance will be as though seventy-pound stock and not 100-pound stock were in use. In short, all inserts on stock above the seventy-pound limit (supposing of course that circumstances warrant the circulation of this heavier stock) will be figured on the seventy-pound basis.

P. J. O'Conner, formerly with *Horseless Age*, and for some years with the *Philadelphia North American*, has joined the advertising staff of the Automobile Trade Directory, Philadelphia, as manager of the Michigan division.

After October 15 there will be no canned spaghetti or macaroni available for distribution by manufacturers. This is due to the shortage of steel and its effect on the available supply of tin plate.



Oplex Signs and the Lightless Night Order

Look at the signs in this picture.

Note how the Oplex stands out with its snow white, raised, glass letters—that is what gives Flexlume Oplex Signs day value as well as night value. It keeps them working for you twenty-four hours a day.

Lightless nights cut down the effectiveness of Flexlume Oplex Signs less than 15 per cent in the West and 30 per cent in the East. In the East just four dark nights out of seven nights, and in addition, there are seven days the Oplex sign is working for you—just four dark spots out of 14, and only half as much in the West where there are two lightless nights. No other sign can give you such value for your money. They lack the Oplex day effect.

We would like to tell you more about Oplex Signs. Just let us know something of your needs so that we may send you a sketch showing how your sign will look and the Flexlume book, "Twenty-Four Hours a Day."


The Flexlume Sign Co., ELECTRICAL ADVERTISING
1439-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors:
Electric Products Corporation
941 W. 15th St., Los Angeles, Cal.

Canadian Distributors:
The Flexlume Sign Co., Ltd.
St. Catharines, Ont.



EVERY MAN
Between the Ages of
18 AND 45
(both inclusive)
Except Those Previously Registered
MUST REGISTER
For the Selective Draft on
SEPT. 12
PENALTY FOR FAILURE TO REGISTER
ONE YEAR IMPRISONMENT
E. H. CROWDER
Provost Marshal General
Approved: NEWTON D. BAKER
Secretary of War




EVERY MAN
Between the ages of 18 and 45 (both inclusive)
except those previously registered
MUST REGISTER
for the Selective Draft
E. H. CROWDER
Provost Marshal General
Approved: NEWTON D. BAKER
Secretary of War

Provost Marshal of C

These reproductions show how the son of
September Twelfth, Nineteen Eight and b
Street Cars from Maine to California

Forty-eight hours after copy was ov
Washington, these Announcements w for
in New York, Chicago, San Francisco Or
city and town were waiting for final w
for immediate display.



OFFICIAL GOVERNMENT NOTICE
Every man between the ages of 18 and 45 (both
inclusive), except those previously registered, **MUST**
REGISTER for the Selective Service Draft
SEPTEMBER 12
E. H. CROWDER
Provost Marshal General
Approved: NEWTON D. BAKER
Secretary of War



EVERY MAN!

Between the ages of 18 and 45 (both inclusive) except those previously registered

MUST REGISTER

For the SELECTIVE SERVICE DRAFT

SEPTEMBER 12

— PENALTY FOR FAILURE TO REGISTER —

One year imprisonment, and NO man can exonerate himself by payment of fine.

hal Crowder's Order

ow the on for the SELECTIVE DRAFT of
Eight ad by the millions of daily riders in
California

copy was over Long Distance telephone by
ements for display. Presses were held ready
ranchis Orleans, and corps of men in each
for final would release the Announcements

NOTICE
at 45 (both
red, MUST
aft

TON D. BAKER
Secretary of War

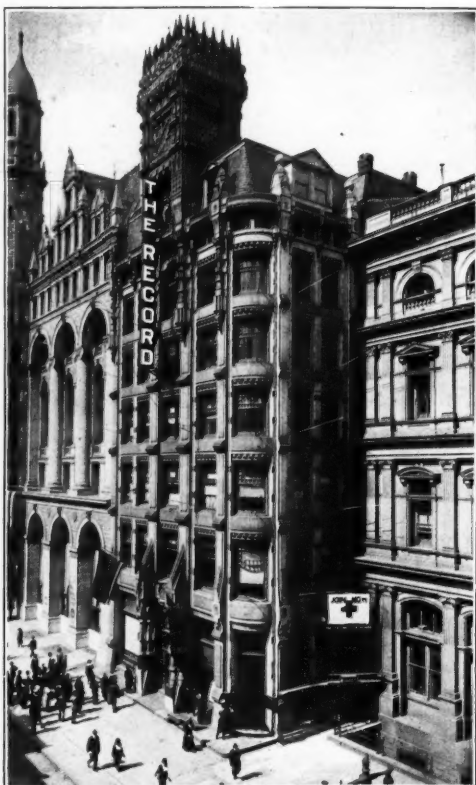
A FRIENDLY WARNING!

The penalty for failure to register September 12, provided you are between the ages of 18 and 45 (both inclusive) and are not in the first draft—

IMPRISONMENT FOR ONE YEAR
And no man can escape by the payment of a fine!

E. H. CROWDER Approved: NEWTON D. BAKER
General Marshal General Secretary of War





Federal Reserve
BANK

THE
PHILADELPHIA
RECORD

U.S. Post Office
and Federal
Courts

THE PHILADELPHIA RECORD
and its neighbors
Always Reliable

Line May Be Drawn on Aspirin Advertising

Toning Down of Copy of Bayer Co. Likely

IT is almost certain that the Bayer Company, Inc., will in the immediate future be called upon by the Alien Property Custodian to tone down in certain respects (and possibly to restrict the amount of space given to) its advertising of aspirin. This is the information that comes to PRINTERS' INK this week from first-hand authority at Washington. It is the answer for the time being to the criticism that has been aroused by the current copy of a house of German origin and financial backing, even though the concern has been under the management of Americans in recent months, by reason of the action of the Alien Property Custodian.

In consequence of the complaints lodged, the advertising of Bayer tablets and capsules of aspirin, has during the past fortnight received very careful consideration at the hands of A. Mitchell Palmer, Alien Property Custodian, and his associates. While no definite decision has yet been reached, PRINTERS' INK is advised that corrective measures of a kind will almost certainly be taken with a view to removing whatever cause exists for legitimate criticism.

It is pointed out, however, that if the Bayer Company is asked to modify its advertising, the request by the Alien Property Custodian will have to be based on grounds not extensively taken into consideration in the criticisms recently lodged against this advertising. In other words, although certain indictments can consistently be drawn against Bayer advertising these indictments are not precisely the ones suggested by popular criticism. Some of those who have lodged protest have taken umbrage at features of the Bayer copy that are really unimpeachable and have likewise im-

puted to this copy an attempted significance that it is felt in Washington does not really exist.

If the soft pedal is, at Mr. Palmer's hint, placed on Bayer advertising, it will be primarily because the conclusion has been reached that the aggregate of space used and the character of copy employed transcends the permission for advertising that will maintain the good will and the equities of a corporation of foreign origin. If Washington objects to Bayer advertising it will be because it is reasoned that Bayer is overdoing a good thing rather than because of any misstatement of fact or infringement of the rights of American competitive concerns.

Assurance is given to PRINTERS' INK that the policy of the Alien Property Custodian with respect to advertising by foreign-owned corporations that have been taken over is exactly the same as it has been throughout the past year. The solicitude of the Property Custodian is to preserve the tangible and intangible assets of every concern of which possession is taken—to maintain each institution as a prosperous going concern. Each case is considered individually and yet the general policy is to permit and sanction whatever advertising may be necessary to maintain that efficiency.

Measured by this rule it is conceivable—although officially Washington does not advance this view—that there is nothing unethical in those portions of Bayer copy which have emphasized that the manufacture of Bayer tablets and capsules is "100 per cent American" and "completely under American control" and that "Every officer and director of the Bayer Company, Inc., is an American." Every reader who

has any appreciation of the losses that have been sustained by certain American-made specialties simply because of German trade names and formulas of German origin can readily realize that if the full measure of Teuton taint had been allowed to continue to attach to Bayer products there might have been very little Bayer good will after the war.

If then, a halt or a slower pace is called for in Bayer advertising it will be not so much because the Americanization of the company has been emphasized in the copy as by reason of a feeling at Washington that the Bayer directors, Americans though they be, have gone farther than the circumstances warranted under the injunction or permission to advertise sufficiently to keep the business intact and thriving and to keep the trade-mark alive. Even if Bayer advertising were to disappear altogether under this disapproval it would not signify that the Alien Property Custodian is adverse to advertising calculated merely to allow an alien-owned corporation to keep its head above water.

Some of the criticisms that have been lodged against Bayer advertising are, in the unemotional Washington view, not well taken. For example, Dr. Charles A. Herty, former president of the American Chemical Society, in an open address at the Exposition of Chemical Industries was reported to call attention to a Governmentally-backed campaign in favor of "foreign-made aspirin" with the intimation that the advertising conveyed the impression that the foreign-made product was superior to the competitive American article with the result that certain consumers insist on the German drug. Close scrutiny at Washington of the Bayer copy used to date fails to disclose any statements that the average individual could construe as a claim for superiority based on German origin or affiliations. Whatever claim of superiority is made is merely the claim of Bayer reliability and as

for the charge that Bayer aspirin is played up as a "German-made drug," the copy in not a few instances specifies that the product "has been made in America—on the banks of the Hudson—since 1904."

Another opinion communicated to PRINTERS' INK at Washington is that even if it be granted for the sake of argument that the Bayer Company has, under the circumstances, been going it a bit strong in the amount of advertising carried, that constitutes doubtful injustice to the American manufacturers of aspirin who are reputed to be producing an article of equal purity and excellence available at a lower price. The remedy for that situation, obviously, is for the American manufacturers to advertise. If the American firms have felt that they were at a disadvantage in that Bayer has resources that permit more extensive advertising than its smaller American rivals can afford at this stage, that inequality will be disposed of in the near future. Bayer advertising is likely to be reduced in volume to a point where it can be matched by any American aspirin manufacturer of modest backing.

Some advertising men have felt an instinctive resentment against the Bayer advertising evidently, because of a sentiment that it is a shame to permit the building of a business the proceeds of which will after the war find their way back to Germany. The officials at the Alien Property Custodian's office do not give that element any consideration whatever. They do not believe that the American people will ever permit such a thing to come to pass. The sentiment in this quarter may be surmised from the newspaper reports of Mr. Palmer's speech in Baltimore on October 1, which is generally interpreted as a plea for the enactment by Congress of legislation that will bring about not only the confiscation of German-owned industrial plants but likewise the profits that have been made by such plants.

More GAINS for The St. Louis Star

*More Heavy LOSSES for
All Contemporaries*

The Star again was the only St. Louis newspaper—morning or evening—to show a gain in Total Paid Advertising during September, in comparison with the same days a year ago.

Measurements of All Afternoon Newspapers
for the 25 Publishing Days Follow:

The Star GAINED 115 Cols

Post-Dispatch LOST 418 Cols

The Times LOST 219 Cols

In Local Display Advertising The Star made still further gains in the face of heavy losses by ALL other St. Louis daily newspapers.

For 26 consecutive months The Star has published more Local Display Advertising, six days a week, than the Globe-Democrat, the Times or the Republic.

Daily Average Net Paid Circulation for Six Months
Ending September 30—Government Statement—

108,657

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY

CHICAGO PHILADELPHIA NEW YORK
Peoples Gas Bldg. Colonial Bldg. Fifth Ave. Bldg.

Don't Say "Paper"—Say "STAR"
Trade Mark Registered

Advertising and Bank Credits

Increased costs of raw materials and labor have made it necessary for many manufacturers to acquire additional capital to maintain their production.

The banker naturally considers that manufacturer the best credit risk, who has an assured market for his product.

Our services are available to a few additional manufacturers who desire the highest grade of marketing counsel.

Mallory, Mitchell & Faust

ERNEST I. MITCHELL
President

(Incorporated)

PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Occupying the Eighth Floor of the Security Building
Chicago, Illinois

Established 1904



Spanish Influenza and Colgate Advertising

Epidemic Days Not the Time to Reap Sales but to Develop Good Will

By A. Rowden King

THERE has been considerable discussion, from time to time, as to whether the American Medical Association and its members could not advertise in a dignified, ethical, confidence-producing manner.

Making use of the Spanish influenza epidemic, Colgate & Co. are doing some special advertising in leading cities right now which might serve as a working plan and example of the way the doctors and their association could serve the public, as a whole, under similar situations by disseminating health information by the far-reaching all including advertising route.

The important thing about this Colgate campaign is not that it seeks to advertise Ribbon Dental Cream, which of course is its ultimate aim, but that it is keyed and aimed in such a manner as to impress the reader with the sincerity of its altruism and its desire to serve and aid the community at a time when it is sorely stricken.

Since 90 per cent of the doctors' straining efforts to be "ethical," and their fear of the aftermath of advertising seems born of a belief that advertising is not compatible with dignity or sincerity or the retention of the public's confidence, this advertising should be of

interest to them as well as to others.

There is no big display on the name of the product or the name of the advertiser; no big, blatant showing of the Ribbon Dental Cream carton or tube, as many an advertiser less well poised and not

"Spanish" Influenza!

Some facts about it and how to prevent its spread

"SPANISH" INFLUENZA is a serious matter, and something of a mystery. It probably originated in the ranks of the German Army and in prison camps. It no doubt spread from there northwest through Spain and northward into Holland, France, England and the Scandinavian countries. America was free from it until August 12th, when a Norwegian steamer arrived at an Atlantic port, having had over 200 cases on the voyage. Whether this marks the entry of the epidemic or not, the fact remains that "Spanish" Influenza is here and is a serious disease, much like the familiar Grippe.

The disease is not alarming in itself if proper precautions are taken. But without care, the high fever and the likelihood of pneumonia to follow make it extremely dangerous. The Surgeon-General of the Army recently issued the following rules by which the public may guard against the spread of this subtle enemy:

Rules to Avoid Respiratory Diseases (As the Surgeon General of the U. S. Army)

1. Avoid another crowded condition in a crowded place.
2. Stand far enough away from others when you see the person who has coughed or sneezed.
3. Wear a mask, or your hands, or both in front of your face when you cough or sneeze.
4. Do not go to the theatre or other places where you will be crowded with other people.
5. Do not go to the theatre or other places where you will be crowded with other people.
6. Do not go to the theatre or other places where you will be crowded with other people.
7. Do not go to the theatre or other places where you will be crowded with other people.
8. Do not go to the theatre or other places where you will be crowded with other people.
9. Do not go to the theatre or other places where you will be crowded with other people.
10. Do not go to the theatre or other places where you will be crowded with other people.

Remember the Three C's
which are given in these rules

Clean Mouths

Use toothpaste that contains germ-killing ingredients. Clean the inside of the mouth, throat and tongue. Brush the teeth, gums and tongue. Use a new toothbrush every two weeks. Use a new toothbrush every two weeks. Use a new toothbrush every two weeks.

Clean Skins

Use soap that contains germ-killing ingredients. Wash the face, neck and hands. Use a new soap every two weeks. Use a new soap every two weeks. Use a new soap every two weeks.

Clean Clothes

Use soap that contains germ-killing ingredients. Wash the clothes. Use a new soap every two weeks. Use a new soap every two weeks. Use a new soap every two weeks.

Published in the interests of the Public Health by COLGATE & CO., New York.

COLGATE COPY SUPPLEMENTED THE OFFICIAL
BOARD OF HEALTH INSTRUCTIONS

so far-seeing would easily have been induced to do. Instead, the several pieces of copy are practically all text, sensibly set in

blocks of solid type-matter. They breathe reserve and suggest the advertiser's right to speak with authority upon the subject of the epidemic, so extremely serious in Boston, New York and other cities. The reference to a statement by Surgeon-General Gorgas on the subject clinches the facts and precautions.

If, say, the Boston Board of Health had wished to widely acquaint the public with the situation and the best precautions with which to meet it, it probably could not have done so more effectively than by advertising, and by advertising attuned to such a key and appeal as this Colgate copy, with its note of altruism and its evident desire to help.

The campaign consists of one large piece of copy running five columns wide and followed up with three or four smaller pieces of copy on succeeding days. It was prepared with great speed under time-pressure, and, under the circumstances, it constituted just as vital and interesting reading in Boston as anything the front pages could offer of war news during the days it appeared.

Says George S. Fowler, the Colgate advertising manager, on the subject: "To prepare copy which would have aimed to further scare the public, when it was already mighty well scared as it was, and to play up large and fundamentally the regular and frequent use of Ribbon Dental Cream, as a certain precaution, would have been one way, the less scrupulous way, of handling the situation as an advertiser. We chose not to do that. We chose not to put the stress upon our dentrifice but upon the great wisdom of more-than-usual regularity in the brushing of the teeth during the worried days of an epidemic, with only a secondary tie-up with our product, Ribbon Dental Cream.

"An epidemic is a matter of life or death for thousands. It is not the part of wisdom to capitalize and make use of such a subject and such a time in too mercenary or too selfish a way.

Merely to serve the people of such a sorely stricken district at such a time and to serve them tangibly and sincerely has its own reward, regardless of the immediate sales results on one's product. In such ways is good will built, which is of the very essence and foundation of good business and successful merchandising."

In addition to newspaper advertising, as described, is the furnishing to school teachers, employers of labor and any others interested of a large-size reproduction of this piece of copy, suitable for putting up on walls where it may be seen by the greatest number of people and do the most good towards checking the Spanish influenza epidemic.

Should Writers Advertise Themselves?

There are in the world millions of extremely clever writers; I find their work in every printed thing I pick up: booklets, advertising, country weeklies and reviews. And the best of them, instead of writing books or plays, write criticism. Unless you read the current reviews, you are not familiar with the best modern writing.

The best of them, also, are unknown; they are hidden away in back rooms, and become a little more sour every year because men less clever receive more appreciation. And sourness finally results in meanness. Thus we get abuse of the successful, the arguments for socialism and revolution: these fellows are pleading their own cause.

Occasionally a great publication exploits its editor as a breakfast food is exploited (note the case of the *New York Journal*), but as a rule writers make others famous, and are themselves unknown. Once in New York I wished to see a writer whose great cleverness had impressed me, and he was hidden away like a secret.

There are a few writers who advertise; who push in everywhere. These are famous in a way, but not one of them is really clever. Our most successful writer of books is a dub, but a tremendous advertiser. The clever men all abuse him, but his advertising is a greater force than their abuse. Any man who is exploited regularly in advertising is a great man; nothing can keep him down.—*E. W. Howe's Monthly*.

Heyworth Campbell, art director of *Vogue*, *Vanity Fair* and *House & Garden*, New York, is a candidate officer, Field Artillery Officers Training School, Camp Zachary Taylor, Ky.

Indispensable

ON September 1, THE STAR increased its price to both city and suburban readers 50%—changing its price by carrier from ten cents a week to fifteen cents a week, and papers sold by dealers from one cent to two cents a copy.

Notwithstanding this increase in price, THE STAR is exceedingly gratified to be able to report a net gain of 5,834 copies for the afternoon edition, and an increase of 2,807 copies for the morning edition, over September, 1917.

The detailed figures for the daily average paid circulation are:

Evening and Sunday

1918	1917	Gain
219,058	213,224	5,834

Morning

1918	1917	Gain
214,043	211,236	2,807

Weekly Star

1918	1917	Gain
354,928	343,798	11,130

This continued growth, despite the increase in price, shows how indispensable the people of Kansas City and vicinity regard this newspaper.

THE KANSAS CITY STAR

British War-Time Christmas Advertising

In England the Holiday Season Remains the Most Important of All the Year to Retailers—Soldiers' Gifts Have Become of Chief Importance Almost to the Exclusion of Presents for Civilians

By Thomas Russell

London Correspondent of PRINTERS' INK

IN England the retailers' harvest falls in December. The last week in November sees the first exhortations in the papers to "buy early and avoid the crush." This clarion note is prolonged through the next fortnight until it fades to silence with the last crowded weeks that end on Christmas Eve. A revival of trade comes after New Year's Day. Salaried men whose pay has been increased, and people who received unexpected gifts or forgot someone, clean up their obligations then. During all this time the "Give It Now" note is stressed in advertising.

What difference has the war made? It hasn't made any difference at all—except that the indicated destination of the gifts advertised has altered. You would almost think that women and civilians had been exterminated, to look at some of the papers. The soldier looks like being in for a good time, and his overloaded kit would stretch to bursting point if he got all the things coming to him—according to the advertisers.

You can interpret this copy-note in any way you like. The soldier has been a selling point all through the war. The sailor is not nearly so often heard of somehow, but the navy is always called "the silent service." The sailor does things that we are not allowed to hear of, and we do not see much of him in the streets. Consequently he is not such a strong copy appeal as Tommy.

It may be that the "Send it to your Soldier" note in Christmas

advertising is only the regular copy note adapted to war-time conditions. On the other hand, the duty of economizing was in 1916 rather fully advertised, and the soldier-gift note may be regarded as an apology for asking people to spend money. One large jewelry store offered to take War Bonds in payment of purchases. This, of course, is not what the Government wants. There has assuredly been no reduction in Christmas advertising, except where newspapers, already getting short of paper last December, limited the quantity of space which they would allot. On this point a certain amount of complaint was raised. Dailies were said to be giving London drapery retailers and dry-goods people so much space that there was not enough for general advertisers. These retailers are, of course, precisely the houses that could be advertising gifts. I was consulted on the alleged preference by some aggrieved advertisers, but could not find evidence of anything but superior forehandedness on the part of retail advertisers, though it is a fact that in some dailies this class of advertising early this year represented 75 per cent of the total.

Fixes News Print Price at \$3.50 Per 100 Pounds

Judges of the United States Circuit Court have fixed a price of \$3.50 per 100 pounds for rolled news print in carload lots, f.o.b. mill.

This restores the price current last spring, which was reduced to \$3.10 by the Federal Trade Commission. Under the arrangement with the manufacturers by which the Federal Trade Commission fixed the prices, it was agreed that if the manufacturers thought it was too low they could appeal to the Circuit Court of the New York district as arbitrators, and that the Attorney General, acting as Trustee of the people, could also appeal if he thought the price was too high.

J. B. Taft in New Position

J. B. Taft has become advertising manager of the Quaker City Supply Company, Inc., Philadelphia. Mr. Taft has been copy manager of the Bell Telephone Company of Pennsylvania and associated companies. Prior to that he was with the Frank A. Munsey Company.

If You Were a Salesman Instead of Advertising Director

If your job called for the "selling" of the advertising campaign instead of the preparation and direction of it, you would fully realize the big value in having the **MOTION PICTURE MAGAZINE** included on your list.

The successful salesman of to-day "sells" the advertising campaign to the retailer even more vigorously than the product itself because he knows the demand-creative effect of advertising and that the retailer knows it, too.

And so your successful salesman emphasizes your advertising campaign, calling attention not only to your advertising copy, but to the publications that are to carry it.

His success in increasing your distribution depends largely upon the degree to which he can arouse the retailer's interest in your advertising.

And this in turn depends largely upon the retailer's familiarity with and interest in the subject-matter carried by publications on your list.

Because of the long hours the average dealer is on the job daily, the most convenient diversion for himself and family is the "movies."

Is there any wonder that the salesman finds a quickened interest in the advertising he is selling when he hands the retailer a copy of **MOTION PICTURE MAGAZINE**.

It is most significant that a constantly increasing number of the largest and most successful advertisers are found represented in the Oldest and Best-known Publication in the Motion Picture Field—(Est. 1910, A. B. C.)—**MOTION PICTURE MAGAZINE**.

Put the question up to your salesmen!

MOTION.PICTURE.

MAGAZINE

Western Representative:
Archer A. King, Inc.
Peoples Gas Bldg.,
Chicago, Ill.

DUNCAN A. DOBIE, JR.
Advertising Manager
175 Duffield Street
Brooklyn, N. Y.

New England Representative:
Metz B. Hayes,
44 Bromfield Street
Boston, Mass.

After the war THE INTERNATIONAL

· OREGON · WASHINGTON ·

THE EXPANSION REGION OF NORTH AMERICA!

WONDERFULLY beautiful in its sublime scenery, rich in its natural resources, great in its future opportunities, fortunate in its possession of the most temperate, invigorating and delightful climate on the continent, **THE PACIFIC NORTHWEST COMMANDS THE ATTENTION OF THE WORLD**, and especially of those in search of a new field for industrial enterprises, an investment for surplus capital, a new home on its fertile lands or in its beautiful and ever growing cities, or a war-weary vacation.

The Natural Resources and latent wealth are incomparable, including twelve hundred billion feet of standing timber, enormous deposits of gold, silver, lead, copper, zinc, iron and coal, almost undeveloped; millions of acres of agricultural and logged-off lands, and immense fisheries.

Man Power finds its highest efficiency in the Pacific Northwest, which is one of the causes for the speed developed in the building of ships, twenty-four working hours a day out of doors the year round.

Its Residential, Tourist and Vacation Features

The enchanting scenery, mountains, forests, stream, inland seas, rugged coast line, fresh water lakes with the facilities for sport, including 40 golf courses, trout and salmon fishing, twenty thousand miles of motor roads, make Oregon, Washington and British Columbia the ideal country for a vacation, or in which to bring up a family.



-what? PACIFIC NORTHWEST!

AND BRITISH COLUMBIA

THE PLAYGROUND OF TWO CONTINENTS!

The Greatest Asset of All—The Incomparable Climate

Never too hot in summer nor too cold in winter where the thermometer rarely registers above 80 degrees, or below 30 degrees, where the days are bright, sunny and warm, and the nights cool, assuring refreshing rest and sleep and vigor for work. Surely when the people call the Pacific Northwest

The Modern Garden of Eden

they have some justification for it, and for telling other people about it. It is here that the Federal Government should arrange for

Ideal Homes for Returned Soldiers

In the 550,000 square miles of territory these gallant fellows may be placed in a climate especially suited to them where there are no hot summers nor rigorous winters and where there are unlimited natural resources to develop.

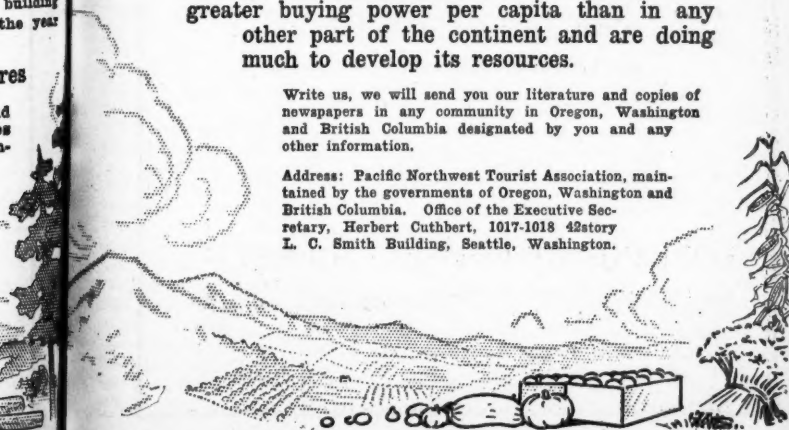
THE NATIONAL EDITORIAL ASSOCIATION MEETS HERE IN 1919

The newspapers of the Pacific Northwest reflect the spirit of the West, the enterprise and progress of its people.

They are informative and creative, giving the message of advertisers to a community with greater buying power per capita than in any other part of the continent and are doing much to develop its resources.

Write us, we will send you our literature and copies of newspapers in any community in Oregon, Washington and British Columbia designated by you and any other information.

Address: Pacific Northwest Tourist Association, maintained by the governments of Oregon, Washington and British Columbia. Office of the Executive Secretary, Herbert Cuthbert, 1017-1018 42nd story L. C. Smith Building, Seattle, Washington.



DORLAND



**The only Advertising Agency
having a Resident Partner
and a complete organization
on either side of the Atlantic**

Our Mr. P. G. A. Smith, from
London, England, is now in
New York, and will be pleased
to confer personally or by mail
with those interested in the
situation in Great Britain or
in the development of overseas
business.

DORLAND ADVERTISING AGENCY, LTD.

366 Fifth Avenue, N. Y. 16 Regent Street, London, W.

Novel Advertising Campaign Makes Toledo Honor City in Loan Campaign

Effective Copy Used to Make Toledo First Metropolitan Community "Over the Top"

WHAT advertising, intelligently planned and boldly used, can accomplish on behalf of a patriotic enterprise, is strikingly shown by the successful Fourth Liberty Loan campaign in Toledo, Ohio. With a quota double that of the Third Loan, Toledo went "over the top" in just five days, and claims the honor for the second time in succession, of being the first metropolitan community in the United States to achieve her quota. Six thousand bond salesmen, backed up by the unique and effective advertising campaign which we shall describe here, secured sales of \$18,611,300 in five days' time, from 72,000 subscribers. All bond sales were made through this force of 6,000 men, which mapped out the city in systematic fashion and worked with practically no duplication of effort.

The central idea behind the advertising campaign was that Toledo's 20,000 soldier sons in France must be made to realize that their home city is backing them up, by having Toledo the first metropolitan city to go over the top in the Fourth Loan, as she was in the Third. A full-page advertisement was prepared in the expectation that this would be the case, and sent to

Paris for publication in *The Stars and Stripes*, the official newspaper of the American Expeditionary Force. This advertisement was set up and held in readiness awaiting release by cable. "Toledo 'First Again,'" it read. "Leads all U. S. cities in Fourth Liberty Loan.



THE INITIAL ADVERTISEMENT THAT HELPED WIN THE
HONOR FLAG FOR TOLEDO

"Toledo boys! Greetings and best wishes! Toledo is back of you every minute. All Liberty Loans over-subscribed. Toledo won the 'Honor Flag' in the Third Loan for being the first city in the country to reach its

quota. Same record made on the Fourth Liberty Loan. 'War Chest' of nearly \$3,000,000 filled to help finance the great organization engaged in war relief work, and we are ready for the next call.

"Keep up your good work. We follow your record with thrilling pride. Our hopes, our prayers, are for you. Our future is in your keeping. The fullness of life will come only with your victorious return. Keep up the good work. We're with you heart and soul. Consider this a personal message to each one of you. Call on us for anything you want any time."

The copy was signed: "Citizens of Toledo and Lucas County, State of Ohio, U. S. A.," and was followed by the Toledo slogan, with an addition: "You'll Do Better in Toledo—After You Lick the Kaiser."

This advertisement, waiting in Paris to be published, was itself reproduced in a stirring full-page Liberty Loan advertisement in Toledo papers on the eve of the big Fourth Loan drive. "Toledo—Make This Possible!" was the challenge, accompanied by a sketch of a captain showing the advertisement to a group of Toledo soldiers in the trenches at "zero hour" just before the boys go over the top. "What a thrill," said the Toledo advertisement, "it will give the Toledo boys to read this message in their newspaper, and know that Toledo has again won first honors."

"What an inspiration to our sons fighting for Liberty and Democracy to learn that Toledo is backing them up in such a splendid manner. . . .

"Toledo, make it possible to insert this message in *The Stars and Stripes*. BUY BONDS—BUY THEM QUICK."

The election system of division of the city was used as the basis for the individual sales efforts. Under the direction of W. W. Knight, chairman of the Liberty Loan Committee for Toledo and Lucas County, each ward in the city was given a chairman, or sales manager. Under the ward chairman was a precinct sales manager

with his own committee. From tax lists and other sources, between 90,000 and 100,000 names of prospective bond purchasers were secured. Each ward was given a quota of its own, based on the actual wealth of that section of the city.

The 6,000 bond salesmen were impressed with the seriousness of their task, by being required to take an oath administered to them at a general mass meeting. The oath bound each salesman "to faithfully and patriotically perform the duties imposed upon me; to demean myself as a loyal American citizen upholding the Constitution of the United States of America, its laws and the laws of the State of Ohio; to keep inviolate and protect my official badge, of which I acknowledge receipt; and to return the same upon the demand of the proper authorities. May Almighty God help me keep this obligation."

The day before the drive started, a double-page advertisement in all the papers gave a complete list of all the salesmen, divided by wards and precincts, and quoted the oath in full. The people of Toledo were told to "stay at home and wait for the salesman Sunday. If he doesn't see you Sunday, look for the card in his window that identifies him as your block salesman. Don't wait for him to find you—go see him. Help put Toledo over the top—FIRST."

Preliminary work was done in an aggressive manner. Full-page newspaper advertisements appeared every day for a week before the opening of the campaign. Posted and painted bulletins, street-card cards, and other mediums were liberally used. Scores of meetings were held, and speakers to address these were supplied from a central speakers' bureau. The completeness of the campaign is shown by the fact that the 6,000 salesmen were supplied not only with official badges, buttons, flags, application blanks, etc., but even with a pad of blank bank checks, an indelible pencil, a package of pins with which to attach check to application, etc.



True Economy in Your Letterheads

WAR has taught everybody many things, but one thing in particular. That is *the true economy of Quality*. You can appear to save \$20 on 10,000 letterheads by resorting to a cheaper paper than Old Hampshire Bond. But you could appear to save still more by dropping to a still cheaper paper. And \$20 on 10,000 letterheads amounts to what per letter? Figure it out for yourself.

If just one of your letterheads fails to make the impression upon some business man that Old Hampshire Bond *always* makes, have you gained or lost by substituting the cheaper paper?

Old Hampshire Bond

is the recognized standard paper for letterheads. Its use establishes your judgment, and in a way your commercial position. Establish these in the quickest way and with the truest economy by specifying the letter paper of established rank.

Write for This Portfolio

"Better Business Letters" is a sheaf of printed, lithographed and engraved letterheads. Mighty interesting. Ask us for it on your business stationery.

Hampshire Paper Company, South Hadley Falls, Mass.

Use of Specialties to Spread War Messages

Specialty Producer Outlines a Plan He Would Like to Have the Government Adopt—How He Would Convey Messages on Novelties Like Bill-Folds, Calendars, Paper Weights, Etc.

By Charles R. Frederickson

President, American Art Works,
Coshocton, Ohio

MAKING a rough guess I would estimate that the companies represented in this organization of ours distribute about 500,000,000 pieces of specialty advertising in a year. And in this I do not include buttons and other insignia. There are 100,000,000 people in this country—about 25,000,000 homes, averaging four persons to a home. This would mean that the most conservative opinion on the matter would concede that every home is reached by us through our advertising specialties at least twenty times in a year. Why could not the channels of distribution made possible by us be offered to the Government for the purpose of reaching more intimately the homes of the country and the individuals in those homes? It seems to me that in this manner we could perhaps help our Government the most.

My idea is, therefore, that we offer to take over for next year the distribution of as much of the literature of the Government as it will allow us to handle. Several companies, for instance, might distribute literature on food, others on savings, others on the Red Cross, etc. It would then be up to us to attach a piece of this literature to every piece of advertising going out of our factories, pasted on where advisable, clipped on if necessary, tucked under the picture of the calendar maybe, put into purses and pocketbooks, any way and in any manner just so this is done.

etbooks, any way and in any manner just so this is done.

A message coming in this way is bound for dozens of reasons to be more effective than the same message coming through any of the other mediums of publicity available. I ask you to picture for a moment a woman receiving a card case like this from her shoe dealer, perhaps. It has come to her unexpectedly and unasked for. She is complimented, pleased. Her mood becomes genial and responsive. She opens the card case and in it she finds a message addressed—not to every woman in town but to her and to her alone. It comes from the United States Food Administration, and it asks her to be more saving in food, and it explains just why it has this request to make—because this co-operation on her part is vitally necessary every day in the month if the struggle on the other side is to be ended in the shortest possible time and ended victoriously for our cause.

A paper weight will carry win-the-war propaganda to the business or professional man, or to all classes of citizens. We invariably wrap these paper weights in tissue paper before inserting in individual containers. Why should we not substitute for this a wrapper carrying a message regarding the conservation of sugar? The added cost to us is not great. Here you see a mailing card made into a vehicle that will carry this form of effective war ammunition into thousands upon thousands of homes in the most direct way.

Of course there will be duplication in the distribution of this literature, this is bound to occur, but repetition is a good thing in advertising and schooling, both of which this plan contemplates.

This plan will place over 500,000,000 pieces of win-the-war literature directly before the persons to be interested right in their own homes at no cost for postage—at no carrier cost of any kind.

Portion of address Oct. 2, before the National Association of Advertising Specialty Manufacturers, at Chicago.

The Fort Worth, Tex., *Record*, Lexington, Ky., *Herald* and Jackson, Tenn., *Star* are now represented in the national advertising field by the John M. Branham Company.

All in One

The problems of the advertiser are greatly simplified in those communities which have one paper that covers the territory so thoroughly that no additional expense is necessary or justifiable. Such a community is Zanesville, Ohio, and its trading territory, with a total population of 100,000 exceptionally prosperous people.


In Zanesville The Times Recorder, with a circulation of 20,000, over 97 per cent. of which is in Zanesville and trading territory, is taken in nineteen-twentieths of the city homes and four-fifths of the trading territory homes, missing none worth while and making the use of any other medium wasteful duplication.

Even the local advertisers, blinded by local obligations, local prejudices and other intimate considerations that prevent a calm, dispassionate, cold-blooded business decision, are learning that it is a waste to use any other medium than The Times Recorder in Zanesville.

To such an extent has this wisdom been diffused that sixty-seven local advertisers now have annual display contracts exclusively with The Times Recorder, and the list is steadily increasing as the economy of reaching the entire public through a single medium at a single cost becomes better understood by the local tradesman.

The National Advertiser, with his expert agent or manager, finds in The Times Recorder exactly what he wants and makes short work of arranging for his publicity in the Zanesville Territory. Robert E. Ward, 225 Fifth Avenue, New York, and Mallers Building, Chicago, represent this unsurpassed medium.

What Constitutes Good Printing?



Individuality

in printed matter is just as important as individuality in human beings.

To make your advertising distinctive and original depends to no small degree on the proper kind of paper.

Uncertain values may be profitable for the moment, but the *real* printer looks further than today. He builds his trade on an established paper—a paper with a past—and a future.

GOOD PRINTING is more than a hit-or-miss connection between buyer and seller, each with little interest in the other.

It means the cementing of a sincere, lasting business relationship.

The following brands are all members of a famous family and products, of moderate price but unapproachable quality.

Samples on request.

Eastern Manufacturing Company

GENERAL SALES OFFICE

501 FIFTH AVENUE, NEW YORK CITY

Mills:

Bangor, Maine
Lincoln, Maine

Western Sales Office:

1223 Conway Bldg.
Chicago, Ill.

**PILGRIM BOND
SYSTEMS BOND
TRANSCRIPT BOND**
A Grade for Every Requirement

Activity Unparalleled in Commercial History!

That is the promise for the great Northwest after the war is won.

While Northwestern farmers are straining every nerve in food production to help win the war, their war-winning program is sweeping them on to a period of tremendous expansion after the war is ended.

They are not only growing wheat for the Government, but they are making more money than ever before in doing it. They are not only furnishing meat and butter for the boys in France, but they are buying Liberty Bonds by the millions.

They are laying up other millions, which, once war restrictions are removed, will go largely into building materials, new automobiles, new tractors, new homes, and countless other things.

For your own commercial safety you must fortify your good will with these farmers now. You can afford many war sacrifices, but not the sacrifice of your business acquaintance with these Northwestern farmers.

Keep your advertising at its topmost efficiency now and make sure of the Northwestern farm trade after the war is won.

THE FARMER

A Journal of Agriculture

Webb Publishing Company, Publishers
St. Paul, Minnesota

Western Representatives,
STANDARD FARM PAPERS, INC.,
1341 Conway Building,
Chicago, Illinois.



Eastern Representatives,
WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York City.

Member Audit Bureau of Circulations

Uncle Sam Starts to Regulate Retail Prices and Distribution

The Schedule Adopted in the Shoe Trade Furnishes an Idea of the Kind of Control That May Be Expected in Other Fields

IS there any special significance for the business world at large in the arrangements just concluded by the War Industries Board for the regulation of the retail distribution and price control of shoes? The question is being asked by manufacturers, jobbers and retail distributors in many lines since the announcement from Washington last week that the cost of shoes to the public would be "stabilized." The announcement of Chairman Baruch that the step toward price control "has been taken by the industry itself and has not been imposed by the War Industries Board," did not lessen the curiosity of business men who realize how far trade interests will go, in these war-times, under Governmental tutelage.

The emphatic and unhesitating answer to the question whether there is anything "back of" the shoe programme is "yes." By and large, it signals the entry of the national Government upon a broad policy of the regulation of retail prices and distribution. There was nothing to warrant inauguration of the new policy in the shoe field rather than in some other field. The shortage of leather is no more acute than the shortage of wool and many other things. The substance of the matter is that the shoe line affords a convenient place at which to begin. Sooner or later, if the war continues, we are likely to have similar supervision of all classes of wearing apparel and other necessities of life. We may never get so far as Great Britain with her "standardized" suits for men and boys and this country may be content always with "maximum" prices rather than specific price indication, but we are on our way toward the goal of Federal supervision of prices and profits.

The business man who desires to mull over the new development in its larger aspects should consider the regulations covering shoes in conjunction with the very significant expressions made by Chairman Baruch. On the day following the shoe movement he talked frankly to a gathering of representative dry goods merchants and department store executives gathered at Washington for the purpose of forming a war-service committee. Mr. Baruch said: "We are just about to put into effect a regulation for the distribution and price control of shoes. After that will come the regulation and distribution of most all of the things which you gentlemen have to deal with."

FORECASTS CLOSER GOVERNMENTAL DIRECTION

As a matter of fact the very circumstance of that gathering of leaders in the department store and dry goods field was, though most of its participants may not have recognized it, eloquent of a new and closer contact between Governmental influence and mercantile interests in all lines. The dry goods and department store conference called by the Chamber of Commerce of the United States was merely the first move to line up all the various forces in the mercantile field. It will be followed by similar gatherings. The milliners, the hatters, and other contingents will be mobilized in succession. The object in each case is the same—the formation of a war service committee within the trade affected. And the object in the formation of each of these war-service committees is that the trade set its house in order against the coming of the era of regulation, or standardization, or stabilization, or whatever one chooses to call it.

It is axiomatic that when any-

body sells anything to the Government he gets a good price. Since the beginning of the war it has become equally axiomatic that when the Government fixes prices it fixes them high enough to take care of almost everybody—the high cost plant as well as the low cost plant. There is no reason to suppose that the War Industries Board in its price negotiations will not be lenient and liberal. In the case of shoes, to cite the one example thus far to hand, the manufacturers who held out for a \$12 maximum got what they wanted, although it is an open secret that the Governmental authority would have preferred a \$9 maximum, and Chairman Baruch shocked some of his hearers when he declared at one of the conferences that he believed that "a good shoe" could be manufactured at \$3.50 per pair. With all this disposition to allow a liberal margin of safety when pegging prices, the War Industries Board makes no secret of its solicitude regarding the profits taken by retailers.

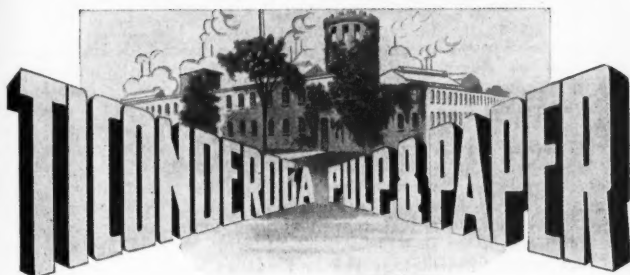
The feeling at the War Industries Board is that what with the regulation of the prices of raw materials and the allotment of materials by means of a carefully balanced system, the manufacturers of the country are fairly free from temptation to overcharge. With respect to retailers, however, the same confidence does not abide. That is why this Federal agency at the instant of its entry upon retail price regulation is appealing to the retail distributors so to conduct their operations that, as Chairman Baruch says, "the civilian population will feel that they have had a square deal."

Perhaps the official attitude at Washington on this question of the need for retail price moderation under the tightening war tension has never been more frankly expressed than by Chairman Baruch when, addressing the department store heads, he said: "I don't want you to say it can't be done, because it must be done. It is unthinkable that only the man

with the longest pocketbook can get the things that he needs." It was in the course of that same discussion that Chairman Baruch, touching the tender spot of the whole subject, commented: "When it comes to the question of what is a fair price that is very difficult to answer. I should say roughly that a fair price is a price something like the normal profits in normal times. I know you will all say that these are abnormal times. They are, and we have got to do abnormal things."

The shoe programme, which initiates the new policy of price limitation at Governmental behest, illustrates the added machinery that will henceforth be employed to insure observance of regulated prices by the great army of retailers. Up to this time Uncle Sam has tried two different expedients with this same general object. We have, for one, the licensing system which has been fully described in *PRINTERS' INK* and the workings of which we see in the disciplining of grocers who charge excessive prices for sugar, etc., etc. As a second means to the same end we have the pledge system, such as is in use in the motor-truck field and other lines whereby the agent, retailer or other distributor is enabled to obtain stock from the manufacturer only by signing a pledge that he will distribute same solely for "essential" uses as indicated by the War Industries Board.

Now comes the third version, whereby the retailer (the shoe retailer in the initial application of the system) signs an agreement to observe the stabilized prices and to display prominently in his store a placard whereon his obligation will be recited together with the schedule of prices fixed at Washington. In the event of a violation of the regulations by a retailer, manufacturers will refuse to sell him further orders of goods just as a manufacturer will himself find his supplies of raw material cut off if he does not live up to his part of the compact.



DISTRIBUTING DEALERS

Albany, N. Y.....	Hudson Valley Paper Co.
Baltimore, Md.....	The Whitaker Paper Co. Smith, Dixon Division
Boston, Mass.....	Carter, Rice & Co., Corpn.
Chicago, Ill.....	J. W. Butler Paper Co.
Cincinnati, O.....	The Diem & Wing Paper Co.
Cleveland, O.....	The Central Ohio Paper Co.
Columbus, O.....	The Central Ohio Paper Co.
Dallas, Texas.....	Southwestern Paper Co.
Des Moines, Iowa.....	Carpenter Paper Co.
Grand Rapids, Mich.....	Central Michigan Paper Co.
Houston, Texas.....	Southwestern Paper Co.
Indianapolis, Ind.....	J. W. Butler Paper Co.
Kansas City, Mo.....	Missouri-Interstate Paper Co.
Los Angeles, Cal.....	Sierra Paper Co.
Milwaukee, Wis.....	Standard Paper Co.
Minneapolis, Minn.....	J. W. Butler Paper Co.
New York, N. Y.....	The John Leslie Paper Co. J. E. Linde Paper Co. Lasher & Lathrop, Inc. Holden & Hawley, Inc. Beekman Paper & Card Co., Inc.
Omaha, Neb.....	Carpenter Paper Co.
Philadelphia, Pa.....	D. L. Ward Co.
Richmond, Va.....	The Whitaker Paper Co. Smith, Dixon Division
San Francisco, Cal.....	Pacific Coast Paper Co.
Scranton, Pa.....	Megargee Bros.
Seattle, Wash.....	Mutual Paper Co.
Spokane, Wash.....	American Type Founders Co.
St. Louis, Mo.....	Mississippi Valley Paper Co.
Toledo, O.....	The Central Ohio Paper Co.
Troy, N. Y.....	Troy Paper Co.

MILLS AT
TICONDEROGA, N. Y.



NEW YORK OFFICE
200 FIFTH AVENUE

The check which is mainly relied upon at Washington, however, to curb disregard of standardized prices is found in the requirement that there be stamped on each shoe a means of identification that is equivalent to a fixed price mark.

An alphabetical letter, plainly marked on the inside of each shoe will enable any customer instantly to determine, by consulting the price schedule displayed in the shoe store, just what the retail price of the shoe should be. Incidentally he will have the means at hand of identifying the manufacturer who produced the article if there be any curiosity on that score.

Early in the conference with the objective of shoe standardization Chairman Baruch sat down hard on the proposal from an outside source that, as a preventive of profiteering, each shoe manufacturer should be compelled to stamp on each shoe the "wholesale price," a guide presumably to the retailer's cost and consequently to his margin of profit.

The suggestion was not accepted, but as a compromise there was formulated the plan whereby shoes are divided, on the basis of quality of materials and workmanship into three classes—each class having its set range of prices according to whether the shoes are for adults or children—and thus the placing in the shoe of its classification rating or grade mark is in effect price-marking under another name.

A virtue claimed for this plan of identification and price placarding is that not only does it permit sales below the maximum price but it further leaves any interest in the trade free to sell below the lowest minimum. On the other hand there is raised an insurmountable barrier which prevents sales above the top price of \$12 for high shoes and \$11 for low cuts.

From a source within the War Industries Board comes the pertinent suggestion that the placing of a hard and fast limit on ex-

(Continued on page 105)

A Substantial Gain

For the first seven months of 1918 YOUNG PEOPLE'S WEEKLY already has exceeded by 807 lines the total lineage for the entire year 1917. A record of substantial results, founded on reader-confidence, explains this increase.

YOUR sales message, in this result-producing young people's paper, means responsive, active Buying Influence exerted in behalf of your product in over 200,000 substantial homes—85% in towns under 25,000.

The rate is 75 cents per line, \$600.00 per page.

YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Roy Barnhill, Inc., 23 East 26th Street, New York
Archer A. King, Inc., People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

What To Do

when you want to accomplish a great purpose, is to watch the signs of the times. You must

Go Forward

and the only way to do this is to obtain the very best class of printing with

Unsurpassed Service

that is backed up by intelligent, successful co-operation of men who have made good—more than good.

You need a printing service that will bring you business of the right kind. If this is what you need, talk with the specialists in printing

Charles Francis Press

PRINTING CRAFTS BUILDING
461 Eighth Avenue, New York City
Telephone 3210 Greeley



Spend one-tenth of your annual appropriation— IN CANADA

LET your Sales Department consider this prosperous country another rich state right at your door. A state of nearly 8,000,000 people—buying \$2,000,000 worth of goods every day from the United States. A community well able to buy—willing to buy—ready to buy—waiting to get acquainted.

Let your Advertising Department include Canada in its advertising estimates—say to the extent of one-tenth of the total appropriation.

It will be an investment yielding infinite returns.

It will be an act of true foresight.

If you are planning to grow—Canadian trade should be worth something to you.

With the coming of peace, Canada will take an important place, commercially, in the world of nations. The wise manufacturer knows this and is laying plans NOW.

The Daily News of Canada

—and spend it in these Metropolitan Daily Newspapers

Place and Paper	Circulation	Minimum Rate
NOVA SCOTIA		
Halifax—"Herald & Mail"	24,099	6c
NEW BRUNSWICK		
St. John—"Standard"	14,012	3c
QUEBEC		
Montreal—"Gazette"	34,294	6c
" " "Star"	110,820	9½c
Quebec—"Telegraph"	12,758	1½c
ONTARIO		
London—"Advertiser"	40,580	5c
" " "Free Press"	35,958	5c
Ottawa—"Citizen"	28,546	6c
" " "Journal Dailies"	23,825	6c
Toronto—"Star"	92,594	8½c
" " "Telegram"	93,248	8½c
MANITOBA		
Winnipeg—"Free Press"	76,807	9c
" " "Tribune"	37,000	6c
SASKATCHEWAN		
Regina—"Leader"	18,199	4c
Saskatoon—"Phoenix"	8,657	3½c
" " "Star"	18,035	4½c
ALBERTA		
Calgary—"Albertan"	14,894	4c
" " "Herald"	17,446	5c
Edmonton—"Bulletin"	11,727	4c
" " "Journal"	17,037	4c
BRITISH COLUMBIA		
Vancouver—"Province"	43,894	6c
" " "Sun"	27,000	5¼c
Victoria—"Colonist"	11,735	4c

—Large Cities.

—A population of
over 2,000,000.

—An aggregate ad-
vertising rate of
\$1.24¼c per line.

"Spend one-tenth
of your advertising
appropriation in
Canada."

Daily Newspapers of Canada

"WAR IS HELL!"

We Are All at War
With the Kaiser

SO LET'S GIVE
HIM HELL!

Those who can't fight can
and *MUST* buy Bonds of
the Fighting Fourth Lib-
erty Loan. All together,
now—

Give the Kaiser Hell!

Of course you have bought.
But go and buy more, *more*,
MORE!

This space Contributed for the Winning of the War by

TEXTILE WORLD JOURNAL

penditure for shoes may point for manufacturers in various lines a moral of post-war significance as well as current interest with respect to the effect upon consumer demand of a restriction of the latitude allowed to buyers. In the personal opinion of our informant a large number of national advertisers, ranging all the way from the safety-razor manufacturers with their gold-mounted specials, to talking-machine makers with their period models, have in recent years steadily expanded their lines not because they could improve the fundamental quality of the elementary product but merely to tempt buyers who respond only to an opportunity for extravagance, or, in other words, want something better than the best. If this premise is correct, the business world will shortly have an enlightening opportunity to watch the behavior of a buying public forced to be democratic in taste. Needless to say, the shoe field, thanks to the latter-day fad for fancy shoes, is an ideal experiment ground for the attempt to level public favor. Such has been the demand for hand-turned, colored kidskin shoes that dealers have willingly paid premiums for novelties and it has been a resolute shoemaker who could stick unflinchingly to his last and his leather in accordance with a conservative code.

Figuring that Class C shoes will take 28 per cent of the business, Class B will get 54 per cent and Class A will have 18 per cent out of total annual sales of \$1,500,000,000 worth of footwear, the schedule of prices worked out is as follows:

CLASS C

This line embraces service shoes and semi-dress shoes:

Men's and women's \$3, or as near this price as possible, but not to exceed..... \$5.50
Boys' (sizes 2½/5½) \$2.50, or as near this price as possible, but not to exceed.. 4.00
Misses' (sizes 11/2) \$2.50, or as near this price as possible, but not to exceed.. 4.00

Youths' (sizes 12/2) \$2.50, or as near this price as possible, but not to exceed.. \$4.00
Little Gent's (sizes 9/13) \$2.00, or as near this price as possible, but not to exceed..... 3.00
Child's (sizes 8/11) \$2.00, or as near this price as possible, but not to exceed.. 3.00
Infant's (sizes 5/8) \$1.75, or as near this price as possible, but not to exceed.. 2.00
Babies' (sizes 0/6) \$.75, or as near this price as possible, but not to exceed..... 1.50

CLASS B

This line embraces stylish and serviceable shoes of the best type for business or dress:

Men's and women's \$6.00, or as near this price as possible, but not to exceed.. \$8.50
Boys' (sizes 2½/5½) \$4.50, or as near this price as possible, but not to exceed.. 6.00
Youths' (sizes 12/2) \$4.50, or as near this price as possible, but not to exceed \$6.00
Misses' (sizes 11/2) \$4.50, or as near this price as possible, but not to exceed.. 6.00
Little Gent's (sizes 9/13) \$3.00, or as near this price as possible, but not to exceed..... 4.50
Child's (sizes 8/11) \$3.00, or as near this price as possible, but not to exceed.. 4.50
Infants' (sizes 5/8) \$2.50, or as near this price as possible, but not to exceed.. 3.50
Babies' (sizes 0/8) \$1.75, or as near this price as possible, but not to exceed.. 2.50

CLASS A

This line embraces shoes of the finer materials and superior shoe-making:

Men's and women's boots, \$9.00, or as near this price as possible, but not to exceed \$12.00
for low shoes 11.00
Boys' (sizes 2½/5½) \$6.50 to \$8.00
Misses' (sizes 11/2) . 6.50 to 7.00
Youths' (sizes 12x2) . 6.50 to 7.00
Little Gent's (sizes 9/13) 5.00 to 6.00
Child's (sizes 8/11) .. 5.00 to 6.00
Infants' (sizes 5/8) .. 4.00 to 5.00
Babies' (sizes 0/6) .. 2.00 to 3.50

Sash and Storm Door Advertising in the Zero Belt

Newspapers in Sixteen Cities Used in a Campaign by Group of Manufacturers

UNDER the auspices of the Wholesale Sash & Door Association, with headquarters in Chicago, fifty-four of the leading manufacturers in that line have started a newspaper campaign to increase the use of storm sash and storm doors.

The interesting feature of the campaign is that it is primarily for the purpose of assisting in the fuel conservation efforts of the Government, and has the approval of the Fuel Administration, which has formally endorsed the use of storm sash as a means of reducing the consumption of coal.

The members of the organization therefore regard the advertising as a definite war service and are doing all that they can to stimulate the interest of the lumber dealers through whom these goods are distributed, as well as the public, in the saving of fuel in this way.

When the plans for the campaign were first outlined and the Fuel Administration was approached with regard to its endorsement, this was withheld on the ground that it would amount to giving its approval to a commercial enterprise. When it was shown, however, that this appeal to the public was based on fuel economy needs and that the work of the Fuel Administration would be helped by the campaign, defi-

nite endorsement and approval of the advertising were forthcoming.

In the advertising which has been running in Sunday newspapers of sixteen large cities, principally in territory where winter weather is severe, the



Be Comfortable All Winter—and

Save Coal!

EVERYONE these days wants to do his full share toward winning the war. It is becoming more and more a personal matter as we realize the truth of the statement that nations fight wars these days—not just armies.

One way in which every man or woman who lives in a house can help is by saving coal—saving coal to keep the factories going and the ships supplied. Many millions of tons could be saved if houses were equipped with

Storm Windows and Storm Doors

And this saving of coal would mean a substantial "profit" to every household. Houses protected by storm windows and storm doors require from one-third to one-half less coal. You can easily figure what that means to you in dollars and cents. The saving in coal in one or two seasons will pay for the cost of the storm windows and doors.

Furthermore they increase the comfort

and healthfulness of your house by eliminating cold floor drafts, by making it possible to keep the house warm in the severest winter weather, and by permitting perfect ventilation.

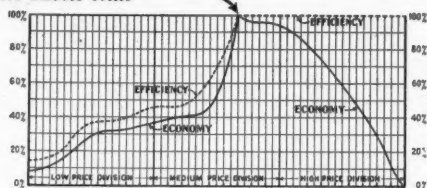
Your local lumber dealer or building-material dealer can give you complete information. See him now so that your house will not be a coal-waster this winter.

Wholesale Sash & Door Association, Chicago

COPY APPEARING IN SUNDAY PAPERS OF SIXTEEN LEADING CITIES

Director of Conservation of the Fuel Administration is quoted as follows:

"The National Fuel Administration realizes that a large amount of coal can be saved by the installation of storm doors, storm

Public Service Bond*"Where Efficiency and Economy Meet"*

PAPER buying should be standardized. Today over sixty-five grades of Bond Paper are sold. Figure the range of grades in the merchandise that you manufacture, or handle. The situation is out of reason. Undoubtedly four or five grades would cover the ground.

The chart above plots the curves of efficiency and economy in Bond Paper for business stationery. The curve of economy follows that of efficiency until both reach their peak. There is little economy in using a paper too poor to represent your best interests. The total cost of a letter, including stenographic labor, with a low average for dictator's time, is well upwards of twenty cents. The cost of good paper over the cheapest is about a quarter of a cent per letter. To jeopardize the success of an entire investment in order to shade on an item amounting to less than 1% is low efficiency.

Public Service Bond is at the point where, for business stationery, efficiency and economy meet. Equal efficiency is maintained in the costlier papers, but the curve of economy drops rapidly away.

Many of the largest industrial corporations in America have adopted Public Service Bond as their *Standard* for business stationery. It is eminently a common-sense paper, purposely built to carry business messages.

We shall be glad to send you samples of Public Service Bond and to supply any further information that may help you to put your paper buying on a definite, safe basis.



Ask Your Printer

TAYLOR-LOGAN CO. PAPERMAKERS
Holyoke Massachusetts

windows . . . and advocates such installation the same as we do proper firing methods and proper attention to boilers."

"Help the Fuel Administration" is the keynote of the campaign, and the head-lines of the advertisements, as well as much of the copy, are an appeal to do everything possible to save coal.

"The Fuel Administration," said the first piece of copy, which appeared in Sunday newspapers of August 25, "is doing all it can to keep you warm next winter. But it needs your co-operation. If everyone does his share there will be no coal shortage—and there will be no discomfort. To get the most out of all coal used every house should be properly equipped."

Then is quoted the endorsement of the Fuel Administration, after which the specific selling talk with reference to the products of members of the association is given, as follows:

"Storm windows and storm doors cut down coal bills from one-third to one-half—a saving that pays for their cost in one or two seasons. But still more important—they increase the comfort and healthfulness of your house by eliminating cold floor drafts, by making it possible to keep the house warm in the severest winter weather, and by permitting perfect ventilation. Your local lumber dealer or building material dealer can give you complete information. See him now so that your house will not be a coal waster this winter."

Some of the burden is lifted from heating equipment by copy intended to show that the fault is not always with the furnace, when results are not all that they should be.

"Don't Blame the Furnace!" insists one advertisement, which continues:

"Furnaces are built to heat houses—not all outdoors. You can't expect to be comfortable in cold weather if your house isn't properly protected. Every window and every door may be a 'heat escape.' The heat goes out

and the cold comes in. They're fighting the furnace every minute of the day and night. Protect these exposures with storm windows and storm doors."

The newspaper campaign involves the use of 2,520 lines in sixteen Sunday newspapers in the following cities: Chicago, Indianapolis, Des Moines, Sioux City, Ia.; Detroit, Minneapolis, St. Louis, Omaha, Buffalo, New York, Cincinnati, Cleveland, Philadelphia, Pittsburgh, Milwaukee and Kansas City, Mo. The advertisements are uniformly ten inches on three columns. The campaign now running will end November 3, but it has been suggested that it may be continued beyond that date, depending on the results.

The individual members of the association are taking up with their dealers the question of advertising storm sash and doors through the local newspapers, and already much interest and support have been received. The dealers see the advantages of connecting up with the general campaign and getting the benefit of the advertising which is creating a demand for protection of this kind. Electros of the advertisements released by the association, reduced in size and mortised to enable the name of the dealer to be inserted, are being supplied by members of the association to their local distributors.

BUSINESS PAPER ADVERTISING TO HELP IN CAMPAIGN

All of the copy released by the association refers the interested inquirer to the dealer, so that the latter see immediately the importance of getting in line. Many of the manufacturers are extending the campaign by means of copy in the lumber trade papers, suggesting to dealers co-operation in pushing sales of storm windows and storm sash. Some of them have prepared booklets, form letters and other direct advertising matter which they are offering to their retailers, and which will be made use of extensively in the

(Continued on page 111)

An Increase of Rate

The advertising rate of The Red Cross Magazine will be Thirteen Hundred Dollars a page for all business scheduled to run in February (1919) and later issues. This is effective on all contracts received November First or thereafter.

Before November First definite orders for 1919 will be accepted at the present rate of Twelve Hundred Dollars a page.

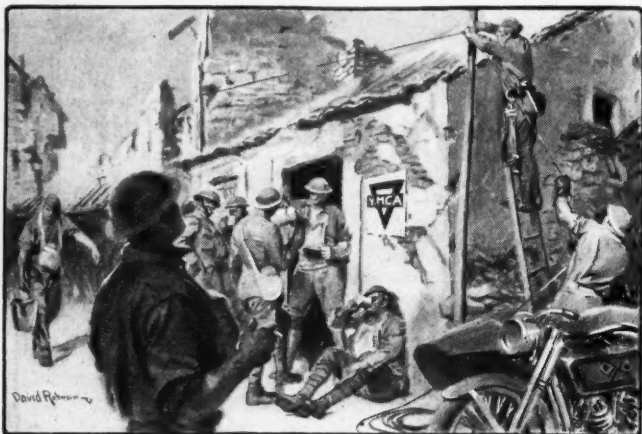
A new rate card and full particulars of the December Subscription campaign will be ready for mailing in a few days. Ask for them.

A. EUGENE BOLLES
Advertising Manager
120 West 32d Street
New York

COLE & FREER
Peoples Gas Bldg.
Chicago, Ill.

C. A. CHRISTENSEN
Old South Bldg.
Boston, Mass.

E. K. HOAK
Van Nuys Bldg.
Los Angeles, Calif.



Unarmed Arms of the Service

Men from the battle front who have been holding the line for months and years complain of the monotony of war. The soldier's life in the trenches soon ceases to be a novelty and becomes a tedious routine.

The morale of the army is of supreme importance and the greatest military authorities of the world are enthusiastic in their praise of the organizations which make it their business to keep the soldier in good spirits.

This work, like that of the Signal Corps, has been more highly developed in this war

than ever before. Huts for amusement, comfort and recuperation of the fighting men are in the trenches as well as behind the lines. The unarmed workers go about their duties under shell fire as coolly and as self-forgetfully as the telephone men of the Signal Corps who are frequently their neighbors, and who keep intact, often under a hail of bullets, the indispensable lines of communication.

It is for us who remain at home to support these unarmed heroes to the utmost, with our gifts, our labor, and our unbreakable morale.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

many local campaigns which will develop from that of the national organization.

The only other trade work which has been undertaken is by means of copy in the building publications, describing the campaign to building contractors, calling attention to the opportunity thus created for new business, and suggesting that they cash in on the proposition by co-operating with the lumber dealers and by talking storm windows and storm doors to their customers.

Henry A. Sellen, of the Morgan Sash & Door Company, of Chicago, is chairman of the Trade Extension and Publicity Committee of the Wholesale Sash & Door Association, and emphasized in a talk with the representative of PRINTERS' INK the war service which the members of the association feel that they are rendering through the advertising of storm equipment. He detailed the work which had been done in bringing the possibilities of this advertising to the attention of the Fuel Administration, which gave

strong endorsement of the campaign after its value as conservation work had been fully demonstrated.

One of the most significant features of the campaign is that it took a condition such as the present to bring to the attention of the sash and door men the big sales opportunity which they have been overlooking. At present the amount of new building is small. Industrial housing, Government work and a few other lines directly related to war work are about all that are taking a big volume of millwork, and hence the market for the products of the sash and door manufacturers has been greatly restricted.

Study of the storm sash and door situation, however, has shown that here is a division of the business that has never been pushed, that neither manufacturers, jobbers nor dealers have seen the possibilities of, and that fits directly into war needs through fuel conservation. Furthermore, storm sash and doors are naturally salable late in the fall, when

"Right Away, Sir"

Rapid Service means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotype Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what **Rapid's Service** means.

ROYAL

COLOR ELECTROTYPES

As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs.

ROYAL ELECTROTYPE COMPANY
PHILADELPHIA



TWO complete engraving plants-fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

ordinary building activities are beginning to slow up and the dull season for dealers and contractors usually begins.

Hence pushing the sale of storm sash and doors at present is not only assisting the fuel economy movement, but is undoubtedly opening up a big market that had been practically neglected, and that can be made a permanent feature of the business. From the standpoint of ultimate results to the sash and door trade, the restrictions imposed by the war may easily prove to be a benefit by forcing attention to a section of the field which had been given little or no attention.

A surprising angle of the situation, as developed by inquiries from dealers, is that the Southern territory, which apparently does not offer much promise from this standpoint, can be developed. While the weather is not as severe as in the North, heating equipment seldom is as efficient, and zero temperatures are not at all unknown. Hence dealers as far south as San Antonio, Tex., have indicated that they are prepared to put on a campaign to sell storm sash and doors to take care of the needs of their people during the occasional "cold snaps" which make artificial heat desirable.

Sphinx Club Starts Next Week

The New York Sphinx Club will open its season on the evening of October 15, with a dinner at the Waldorf-Astoria. This will be "English-French-Italian-Belgian Night," and distinguished representatives of the Allies will address the diners. Those who are on the list of speakers include: His Excellency, Emile de Cartier de Marchienne, Belgian Minister; Sir Henry Babington Smith, Acting British High Commissioner; M. Edouard de Billy, Acting French High Commissioner and Capt. Giuseppe Bevione, of the Italian Army and member of the Italian Parliament.

C. S. Jackson in New Position

C. S. Jackson, for several years advertising manager of the Wisconsin Condensed Milk Company, New York, has been placed in charge of the advertising of Nucoa Nut Butter, made by the Nucoa Butter Company, and the Sawtay products of the Saute Corporation. Both of these companies are located in New York.

Let Me Buy an Interest

SEASONED agency executive, proficient in securing and developing large and small clients, seeks moderate interest in well-established, recognized agency.

A real money-maker and will invest in business and accept salary on cash and stock basis. Unusual capacity for work. Can show concrete record of ability to make money for clients and to secure and develop profitable business for agency. Can assume inside executive service managership, as my forte is leading clients tactfully and constructively.

Record embraces experience with America's largest advertising organizations. Now well employed, but lack incentive for best effort. Age 30. Absolutely exempt from draft. Complete, clean record produced at interview. Address: "H. B.," Box 205, Printers' Ink.

SALESMAN

With same firm for eight years—earnings on commission basis averaging over five thousand dollars per year.

His specialty, selling of constructive advertising service, has given him an intimate acquaintance with leading manufacturers in Philadelphia, Eastern Pennsylvania, New Jersey, Delaware, and Baltimore, Md.; also a close working knowledge of their requirements. Is also familiar in and around New York. Has sales office in Philadelphia.

Activities in his field curtailed because of diversion of raw materials to war needs.

Therefore looking for opportunity to become associated in the marketing end of a good substantial business—willing to invest some capital if necessary—and ready for an immediate interview.

Address, D. A. N.
Box 206, Printers' Ink

Specialty Manufacturers Will Conserve Materials

In Annual Convention Offer Themselves Unreservedly to Service of Government

THOROUGH co-operation with the Government in war-time conservation was promised by the National Association of Advertising Specialty Manufacturers in Chicago last week.

The convention decided that the very best co-operation was the kind that anticipated what the Government might want. Various members declared the very best 100 per cent loyalty could be displayed not by waiting until the Government should order certain things done but to give the Government the benefit of trained thought and actually to suggest ways in which conservation should be brought about.

Committees representing the association had been at work with Government officials in Washington previous to the convention and had made certain conservation suggestions which they represented as having been welcomed. It was ordered that the conservation suggestions made by these representatives should be adopted forthwith in advance of specific rulings.

In general the decision was to use from 25 to 30 per cent less material on all advertising specialty articles. The saving will be effected either through reducing the size of the articles or the output.

For example, a calendar pad that had been made of sixty-pound paper will be made of forty-pound. If a calendar has been 10x20 inches in size it will be reduced to three-fourths that size. If four pieces have been used in its construction three pieces will be used.

Similar restrictions will be made in all other advertising novelties, including leather goods, celluloid goods and the whole list.

It was decided also that the old-time liberal distribution of samples should be done away with. It was said that literally hundreds of

thousands of samples were thus given out in the course of a year. This will be worked down strictly to a business basis. No longer will probable purchasers be given samples of entire lines to take back home for leisurely buying.

Some of the members expressed themselves as frankly surprised at the amazing growth of this free sample proposition. The thing had got to be so much of a custom that it grew out of bounds almost without being noted. The use of samples will be continued of course, but not in the old-time lavish way.

ASSOCIATION MAY ADVERTISE ITSELF

One of the most interesting propositions before the convention was that of advertising specialty advertising. This came up after an address on the subject by J. B. Short, of the Whitehead & Hoag Co. The net of the discussion was to the effect that advertising men should take their own medicine—that if advertising with novelties was a good and resultful thing then it also was good and resultful to advertise those same novelties. Some few evinced a disposition to wait until peace seemed near. But other speakers strongly urged the necessity of getting all the advertising machinery working at full speed even while the war was on and thus be in shape to get the cumulative results when business should take its inevitable leap forward after the war.

The latter idea prevailed and it was ordered that the proposition of an advertising campaign designed to sell the retailer and others on the advantages of using advertising specialties should be taken up by the board of directors at its first session following the convention.

Some of the members suggested

Great Britain's Recognition of the Influence of The Churchman

AT the express invitation of the British Government, the Rev. Guy Emery Sipler, Managing Editor of The Churchman, will visit the battlefronts of Europe to record the impressions he will gain there at first hand. Mr. Sipler's articles will appear exclusively in The Churchman during the next six months.

This is proof of The Churchman's recognized leadership. Out of many publications devoted to the Protestant Episcopal Church, The Churchman alone has been chosen to present the war aims and ideals of Great Britain.

The reason is evident. The Churchman is a national paper. Its viewpoint is broad. Its news is presented in accordance with the best standards of modern journalism. Its editorial policy is vigorous in its interpretation of the larger religious and social movements of the day, with an historical perspective and a sensitiveness to contemporary thought.

Such a paper and such a policy have brought to The Churchman a large group of intelligent, keen-thinking readers. They respect The Churchman, and, respecting, believe in it.

THE CHURCHMAN

381 Fourth Avenue

New York

that the directors give special attention to the proposition of interesting the smaller retail merchant in the matter of using advertising specialties. It was said that the smaller retail field offered a perfectly tremendous opportunity which up to date had been practically overlooked.

Some disappointment was expressed that the convention did not nail down definitely the advertising proposition. But the supporters of the idea expressed the confident belief that interesting developments along this line are sure to come.

War-time problems were prominently before the convention in all its sessions. Much discussion was along the line of how to get lined up now in order to meet after the war conditions. It was the general belief that great and favorable developments would come with the ending of the war. The members were almost unanimous in the conviction that no time of depression would follow the signing of peace.

OFFERS ALL TO PRESIDENT WILSON

The convention telegraphed President Wilson promising the most loyal co-operation in the great work of winning the war, reminding him that the members are cheerfully performing war service as individuals and "as firms are paying every cost deemed necessary at Washington to accomplish the end to which you and the heads of all Government departments are devoting your supreme thought and energies." The telegram expressed the convention's eagerness "to assume any further obligations that may be necessary until the war is won."

It was declared that the telegram meant exactly what it said and that the members desired to put themselves and their businesses more completely at the Government's command during the war period.

Much already has been done along this line. Manufacturing plants represented in the organization have supplied many hundreds of thousands of Liberty Loan buttons and immense quan-

ties of other advertising matter used by the Government in promoting its war-time programme.

The convention was in hearty accord with the sentiment expressed by J. Lewis Coath, of the Manz Engraving Company, Chicago, in an address to the effect that it was the duty of all business men to carry forward their activities with all vigor notwithstanding war-time restrictions. It was Mr. Coath's idea that business men who allowed the inevitable hardships of war-time to cause them to let down in any way in their efforts to keep up their business to a maximum were not performing their whole duty to the Government in the present emergency. If business were not kept up the expenses of the war could not be paid.

L. E. Pratt told the members about the advertising convention at San Francisco. This was especially interesting in view of the fact that the specialty people are laying plans to develop in larger ways their connection with the A. A. C. of W.

Officers for the next year were elected as follows:

President, C. S. Sultz, Red Wing Advertising Co., Red Wing, Minn.; first vice-president, Chas. R. Frederickson, American Art Works, Coshocton, O.; second vice-president, Theo. R. Gerlach, The Gerlach Barklow Co., Joliet, Ill.; treasurer, Carroll H. Sudler, The Ketterlinus Litho. Manufacturing Co., Philadelphia, Pa.; secretary, E. White; honorary vice-president, E. L. Hartley; directors, Herbert H. Bigelow; Alexander Fitzhugh; George G. Greenburg, The Greenduck Company, Chicago, Ill.; Henry J. Hanson, C. H. Hanson & Co., Chicago, Ill.; H. B. Hardenburg, H. B. Hardenburg & Co., Brooklyn, N. Y.; L. L. Joseph, The Parisian Novelty Co., Chicago, Ill.; F. A. Geiger, Geiger Bros., Newark, N. J.

Roswell H. Cochran, editor of "Meal-ology," published by the Denver Alfalfa Milling and Products Company, Lamar, Colo., has entered the army. "Meal-ology," it is announced, will be suspended "until the editor is mustered out of service and the Kaiser is *hors de combat*."

Los Angeles Examiner

\$99,000,000.



In Los Angeles the contracts for ships, under construction, and to be started at once, amount to \$99,000,000.

There are 14,500 workers in Los Angeles shipyards with a weekly payroll of \$501,990. They read the Examiner.

10,000 workers in the canneries and other industries have a weekly payroll of \$243,000.

90% of these workers read the Examiner.

On June 30 per capita deposit in Los Angeles banks was \$428. For the entire United States it was \$110.

You cover the great Southwest thoroughly when you use the

Los Angeles Examiner

because it reaches all the wide-awake folks of Los Angeles and the Southwest. They have money to spend; they buy advertised goods. Get YOUR percentage of this business through its advertising columns.

The Examiner is the people's market — where buyer and seller meet. Information gladly furnished.

Western Rep.,
W. H. Wilson,
909 Hearst Bldg.,
Chicago.

Eastern Rep.,
M. D. Hunton,
1834 Broadway,
New York.



Graffco
TRADE MARK REG. U. S. PAT. OFF.



WISE CLIPS

"With the Grip"

Graffco Vise Clips hold papers like a vise, without making holes, tearing or mutilating other papers. They grip both ways—sideways and lengthwise. They are made in three sizes for holding from two to sixty papers.

Graffco Vise Clips are made from steel, handsomely nickel-plated to prevent rusting. (No. 1 size is also made in brass.) They look well—give tone to stationery—and can be used over and over again. They are easy to put on, do not slip off accidentally, and are perfect fasteners for every purpose.



WISE SIGNALS

Come in 12 Colors

Here are twelve bright, brisk little guardsmen to help look out for home affairs (in the office) while the detail man is away doing his part in the war. And they're capable! Post them for file duty, on memoranda or data slips, and see how they call "Attention" to every lagging detail! They are for every business. Show how credits and stock stand; they indicate when and to whom to write; as to expiring contracts, advertising shipments and all detail.

In Use Today by

Nearly 40 departments of the United States Government
American Red Cross
War Relief Bureaus
American Express
Victor Talking Machine Co.
And hundreds of the largest corporations in the country.

Send for Samples

George B. Graff Company

294 Washington Street, Boston, Mass.

Mfrs. of Time-saving Office Devices

Everybody's Duty in Paper Saving

FOLDING BOX MANUFACTURERS
NATIONAL ASSOCIATION
1457 BROADWAY

NEW YORK, October 2, 1918.

Editor of PRINTERS' INK:

This office assumes that you have received a copy of regulation 42, by the Pulp and Paper Section of the War Industries Board, addressed to folding carton manufacturers.

The suggestion is herein made that as wide publicity as possible be given to these regulations and that they be printed in full as they are of vital interest not only to every carton manufacturer, but also to every consumer of folding boxes.

You might mention in your next issue that any folding box manufacturer who has not received the regulations may secure a copy from me as I am ordering an edition.

H. A. DICKIE,
Secretary.

MANY of the readers of **PRINTERS' INK** are large users of folding cartons, etc., in packing their merchandise. They are going to be directly affected by Regulation 42, of the Pulp and Paper Section of the War Industries Board. Every manufacturer who buys folding boxes should familiarize himself with the new rulings insofar as they affect his business. Secretary Dickie, of the Folding Box Manufacturers' Association, will furnish a copy of the regulation to any carton manufacturer who applies, and these box makers, in turn, will be able to explain its meaning to their customers.

T. E. Donnelley, Chief of the Pulp and Paper Section, has made it plain that the printing business is not an essential industry. Printers must see to it that paper is not wasted. They must acquaint their customers with the new regulations designed to conserve stock. In this way, printers may "police" the industry and the smaller amounts of paper that the mills can produce will be made to do.

There is a duty that devolves on the ultimate paper users, however. They should find out what is expected of them in the new scheme of conservation.

Half a dozen recently issued regulations of the Pulp and Paper

Section are now on the desk before us. They relate to envelopes, cover papers, glazed and coated papers, writing papers, book papers and wrapping papers. Each of these regulations is of vital import to some of the readers of PRINTERS' INK.

The regulation regarding writing papers, for instance, has an intimate bearing on every business that uses letter heads for correspondence. The stock sizes are given in which writing papers may be purchased by printers and the substance weight numbers are listed. Maximum weights are established—among others, 17 x 22—20, as the maximum weight of bonds and linens and 17 x 22—24 of flat writings. No mill shall make more than five grades of flat writing papers, bonds, linens or ledgers and in each kind of paper a certain limited number of colors is specified.

In the rules regarding envelopes, we find restrictions upon the weight of the stock that is to go into the manufacture of various kinds of envelopes. Here, also, color idiosyncrasies are to be curbed, for each envelope manufacturer is limited to six colors and white.

It may be expected that the book paper regulations will have widespread effect on the business of many PRINTERS' INK readers, because so many of them issue catalogues, etc. The variety of sizes and weights that are allowed is assuredly wide enough to enable any printer to get out almost any job without paper waste, but here again maximum substance weights are established that will prevent the use of needlessly heavy grades. One interesting provision is that all colored book except white, natural or India tint and all laid and watermarked book paper shall be eliminated, when ordered in less than twenty-five-ton lots.

Cover papers are limited to five stock sizes or multiples thereof and rules are formulated covering orders for special sizes, weights and colors.

Sufficient insight has been given

MERIDEN Connecticut

is a

MORNING Paper City

THE RECORD

has made it so

Government statement six
months ending Sept. 30—
Sworn NET PAID daily
average

6,608

ONLY A. B. C.
Newspaper in Meriden

Manufacturing NEW ENGLAND

The varied "Win the War" industries of the six great manufacturing states are glowing with the vitality of youth; they are showing the strength of sturdy manhood; they are exhibiting the wealth and wisdom of age.

Earnings from all or nearly all the manufacturers are larger than ever before. Stockholders are getting bigger dividends than ever before.

Wage earners are getting the biggest wages ever known in the industries, skilled and unskilled have been filled beyond their dreams.

The stores report great sales. This is true of nearly every class of stores, from the big department store and the small neighborhood grocery.

If you have a product that will add to the comfort or happiness of our people advertise it now.

15 star dailies.

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,852 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT.

POST and TELEGRAM
Daily Circulation 37,604 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 20,461
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Circulation over 11,000—2c copy
Population 30,000, with suburbs 60,000

MERIDEN, CT., JOURNAL

Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN

Daily Circulation 11,083 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 23,971
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

A. B. C. Daily Circulation 10,304 net
Population 22,000, with suburbs 40,000

MANCHESTER, N. H.

UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 6,027
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS., COURIER-CITIZEN

Daily Circulation 18,145 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS

Daily Circulation 18,949 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 36,623
Population 100,000, with suburbs 250,000

TAUNTON, MASS.

DAILY GAZETTE

Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

above into the various regulations issuing from Mr. Donnelley's section to indicate their extreme importance. It is every man's duty to do his own part, great or small, in the work of paper conservation. Before ordering a job of printing he should be sure that the printer understands the meaning of the regulation bearing on that job and he should have assurance from the printer that the specifications are in harmony with the Government's conservation aims.

A placard, on cheap newsprint, adjuring those who read it not to waste paper, has been sent out to retail stores for posting. The reverse side contains practical suggestions respecting wrapping paper, paper bags, boxes, etc. Under the head of "Office Stationery," it is suggested that light weight paper and smaller envelopes be used, that both sides of the paper be employed for long letters, one-half or three-quarter sheets for short letters, that the backs of letters be used for carbons and spoiled sheets and backs of envelopes for scratch pads.—[Ed. PRINTERS' INK.]

Poster Campaign for U. S. Employment Service

Chain-store organizations will form the distributive agency for posters of the United States Employment Service in a campaign that is to be launched immediately at the close of the Liberty Loan drive. The posters will set forth the need of workers in war plants and on each one will be printed the location of the nearest branch office of the Employment Service.

Companies controlling over 25,000 retail establishments have been lined up behind the forthcoming advertising. They have filed application for 50,000 posters of each issue of the series. The stores include seventeen different lines of retail trade, including boots and shoes; butcher shops; cigars and tobacco; cloaks, suits, etc.; confectionery; dairies; drug stores; dyeing and cleaning; dry goods; 5 and 10 cent stores; furniture; groceries; hats; men's clothing; newsstands; piano and music stores; and restaurants.

Fred W. Ellsworth, vice-president of the Hibernia Bank and Trust Co., New Orleans, has been chosen director general of arrangements for the convention of the A. A. C. of W., which will be held in New Orleans next June.

Have You a Food Product?

And have you your quota of sales in the leading city of Maine?

PORTLAND

The Lovely City of the North

In this city there are thirty-two advertising grocers. This shows that these distributors of food products appreciate the sales force of advertising.

And twenty-six of these advertise exclusively in the only afternoon daily—the

Evening Express

This shows that the distributors of food products appreciate the fact that the Evening Express is the great sales force of Portland. It goes into about nine out of every ten of the newspaper-reading homes in Portland, and suburbs.

The Julius Mathews Special Agency
Boston—New York—Chicago

190 Manufacturing Plants in BRIDGEPORT CONNECTICUT

In War and in Peace
A Great Manufacturing City

The growth of the city from its settlement in 1639 has been steady and conservative. Plans have been made to resume the great building program after the war. When this has been completed, it is estimated, Bridgeport will assume a place in the front rank of the larger cities of the country.

Post-Telegram

Connecticut's Largest Circulation

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25. After January 1, 1919: Page, \$90; line rate, 50 cents.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, OCTOBER 10, 1918

Advertising Gives Idea Social Vogue

In our issue of September 19th Joseph E. Hanson told how advertising enabled the Newark, N. J., branch United States Homes Registration Service to find lodging places for war workers in that vicinity. Four days after the campaign started over 1,000 rooms were offered. Even the "best" families, in response to the patriotic appeal, threw open their homes to the men and women who are serving in war plants.

The incident illustrates a use of advertising that is worth special emphasis. The Homes Registration Service knew that in a city the size of Newark, there must be thousands of families

who could spare a room. But it also knew that most of these people did not want to take in roomers. To do so would have injured their social standing. The problem then was to break down the feeling that renting a room was degrading. The idea had to be spread that letting out a room to a war worker is a patriotic act, that it is a good way for a householder to do her bit.

To propagate this idea advertising had to be employed. Word-of-mouth promotion was too slow. House-to-house canvassing was ineffective. To get the people to rent rooms willingly, the idea had to be given a social vogue. This advertising accomplished in a few days. It quickly built up a popular sentiment that made people proud to rent a room.

Overcoming the impression that a thing isn't proper or that it is too unconventional, is a task that advertising is frequently called on to perform. That was one of the points brought out in the article about the Palm Beach cloth campaign, which was published in PRINTERS' INK lately. Men liked to wear a Palm Beach suit well enough, but they felt that it was too cheap and that it made them unpleasantly conspicuous. Palm Beach advertising soon gave the garments a style standing and hence made men feel at ease in wearing them.

So also the Columbia Graphophone Company advertised to get people over the idea that shopping for a musical instrument is an annoying experience. A similar purpose has pervaded many other campaigns.

Usually it is no trick at all for advertising quickly to give a thing or an idea a recognized status among people who were formerly prejudiced against it.

Government Appreciation of Advertising

Collier's in its issue of October 5th, says that among advertising men the impression is widely prevalent that official Washington is opposed to the advertising business.

In support of this view it says:

"Not long ago there was quoted in **PRINTERS' INK**, which is the accepted organ of the advertising business, a man connected with an important group of industrial bankers, who said: 'The principle underlying modern advertising has been wholly accepted, and the advertising machinery, created and reared by industry in America, has been effectively utilized to an unprecedented extent by our Government for the information and convenience of the people and the successful exploitation of the business of the Government. And yet government in the United States, as its relation to industry has become more assertive, does not express the same acceptance or even understanding of the fundamental principles of advertising, nor does it appear to view the function of advertising as legitimately necessary for employment by our merchants and manufacturers in the exploitation of their business.'"

Going on, *Collier's* claims that, in view of the tremendous development of Government advertising since we entered the war, it feels the current impression as regards Washington's attitude on the subject must be mistaken. It says that several times President Wilson has shown that he appreciates the power of advertising. It intimates that with practically every department of the Government gladly using advertising in one form or another, it hardly seems fair to say that the officials of the nation are unappreciative of its value.

We quite agree with *Collier's* that advertising is now regarded very much more favorably in Washington. Though the Government is not paying for the space that is being used in its behalf, there is every reason to believe that it estimates very highly the importance of it. More than one man high up in the Administration has warmly expressed his approval of advertising.

Throughout all the years that **PRINTERS' INK** has been campaigning to make a full fledged advertiser out of Uncle Sam, we never contended that the Government has been opposed to advertising as a business. Some department heads and a number of Congressmen have been antagonistic to it as an economic force, but the Government, itself, was merely in-

different. It never saw how advertising could be applied to its own affairs. It took a great national emergency, such as the war, to demonstrate to our officials that advertising is as necessary in running a government as it is in running a private business.

After all this is not surprising. Few people appreciate advertising until they have practical experience with it. The average critic of advertising studies the subject much as an entomologist studies a bug—through a microscope. Really to understand bugs, he would have to become one. Really to understand advertising the critic should become an advertiser. If every Congressman were required as a part of his economic education to have a year's experience in marketing a product, there would be mighty few diatribes directed against advertising heard on the floors of the Senate or of the House.

Advertising and the Peace Shock One of the most dreaded after-the-war bugbears is that the price of materials will fall so rapidly that manufacturers will hold off buying until the bottom of the market is reached. In the meantime, of course, there would be almost universal stagnation.

While it is true that a falling market is most treacherous, and usually makes buyers cautious, it is not likely that the manufacturer who has a well established product will calmly ignore the demand for it while the commodity market is declining. The trouble with many of these old economic theories is that they have not been altered to harmonize with modern conditions.

Commerce is no longer guided so absolutely by the law of supply and demand as it was in the old days. That does not mean that economic law has been repealed, but that it is no longer so inexorable. Its ruthlessness has been modified by Government control. And above all, it has been influenced by modern mer-

chandising and sales promotion.

The old commerce was too much a business of speculation. The manufacturer was selling a price. To succeed his price must have been right, but he could not have had it right and at the same time make any money unless he bought on the fortunate side of the market.

To-day, however, the manufacturer who makes a standard brand that is well advertised, is not entirely at the mercy of the market. Price is no longer the paramount factor in his merchandising. He is not dependent on lucky market turns for his profit. People do not buy his goods, primarily, because of their price, but because of certain qualities that his trade-mark stands for. This man's business is obviously not subject to the violent fluctuations that beset the manufacturer who produces unbranded goods that represent only "price" to the buyer.

There is a constant every day flow of orders to the advertiser. People look to him to supply them with certain kinds of merchandise. It makes no difference to them what condition the raw material market is in. That manufacturer's success depends on maintaining this steady trade. His advertising puts him under a sort of implied obligation not to disappoint his people as long as it is humanly possible for him to continue his manufacturing.

Therefore, it is almost a safe bet that advertisers will not suspend operations while the market is absorbing the shock of peace. Of course, they won't plunge in their buying while the price level is uncertain, but they will buy enough to keep their goods going out to the folks who want them.

The Value of the Red Cross Trade-Mark

Officials of the Red Cross Society have been receiving so many protests against the commercial use of the emblem of this organization that they are taking steps to interest Congress in passing legislation that would protect the Red Cross sign from any com-

mercial exploitation whatsoever.

When the Red Cross organization was incorporated it was made unlawful for any person, corporation, or association other than the Society itself and its authorized agents, to use the mark for the purposes of advertising. Also when the present trade-mark act was passed it was especially stipulated that the emblem of the Red Cross Society could not be registered as a trade-mark. Of course those companies that had been using it as such prior to January 5, 1905, were permitted to continue using it.

The executives of the Red Cross Society claim that it is this exception in favor of these few concerns that is now causing all the trouble and making it practically impossible to protect the insignia from widespread commercial use.

If Congress decides to act on the suggestion of the Red Cross officials it seems that there will be for the first time a splendid opportunity to determine accurately and authoritatively the money value of a well established trade-mark. Of course if those concerns, such as Johnson & Johnson, who have been using the trade-mark prior to January 5, 1905, are enjoined from using it further, the Government will surely want to compensate them for the loss that the prohibition will cause them. These concerns have been using the trade-mark for years under Government protection and by right of a special act of Congress. The prestige and good will of their businesses are bedded in the use of this trade-mark and naturally if they have to discontinue the use of it through no fault of their own they will be entitled to full compensation for their enormous loss. Undoubtedly the Government would see the justice of this and would itself set out to appraise the loss. What an interesting precedent it would furnish of the actual worth of a trade-mark to a company that has spent years and invested a fortune in giving it a reputation!

Not How Much—How Good.

"Advertisers must buy their advertising on the reputation of the newspaper or periodical and their belief that the circulation is a bonafide one and will be maintained."

(Signed) THOMAS E. DONNELLEY,
Chief of Pulp and Paper Section.

LIFE'S advertising space is sold to advertisers in exact accordance with above ruling.

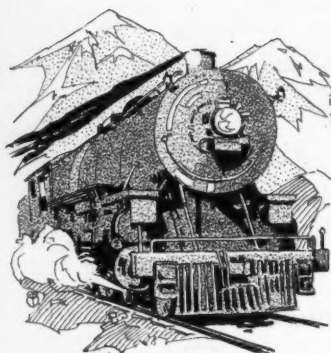
No Government ruling or A. B. C. investigation can be too drastic to suit LIFE.

No premium, canvasser, cut price, arrears or deferred billing circulation, nothing but full price, cash before delivery each year, bonafide reader demand circulation. Now 163,000 net.

Two gilt edge investments—Liberty Bonds and LIFE.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago



NUMBER 1

ESSENTIAL

Each **MAGAZINE** in Koch's List of Railroad Magazines is a necessity to the particular class of men and women it reaches.

For twenty to thirty-five years these publications have each month kept the readers abreast of what has been going on in their field. They have kept them in close touch with their organization, let them know what their friends were doing and given the women as well as the men a meeting place for the exchange of information.

UNIQUE MAGAZINES — INTERESTINGLY EDITED

Each publication is edited by a man who has come up from the ranks and who knows what his people want. He is able to give the railroad man news from the *worker's* viewpoint.

While fiction, poetry and humour are employed to balance the reading matter, the publications are *serious ones* and are not taken up for an idle hour but for careful reading. Advertising returns can be gauged by a publication's reader interest. The Adamson Eight Hour law, the successful fight for better wages and living conditions and other big vital movements close to the heart of the reader are some of the things thoroughly covered in these publications. And from the subscriber's viewpoint.

Koch's List of Railroad Magazines

Home Office:
IRVING V. KOCH,
122 S. Michigan Ave.,
Chicago.

Eastern Office:
S. M. GOLDBERG,
303 Fifth Avenue,
New York City.

OCTOBER MAGAZINES

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
FOR OCTOBER**

 (Exclusive of publishers' own
advertising)

	Standard Size		Agate	
	Pages	Lines	Columns	Lines
Review of Reviews.....	92	20,729		
World's Work.....	86	19,348		
Harper's Magazine.....	68	15,279		
Atlantic Monthly.....	66	14,998		
Scribner's.....	65	14,688		
Century.....	56	12,606		
Bookman.....	25	5,674		
St. Nicholas.....	24	5,434		
Munsey's.....	19	4,309		
Wide World.....	16	3,673		
Popular (2 Sept. issues)....	13	3,258		
Ainslee's.....	11	2,638		
Blue Book.....	10	2,447		
Smart Set.....	3	871		

Flat Size

	Flat Size		Agate	
	Columns	Lines	Columns	Lines
American.....	206	29,536		
Cosmopolitan.....	133	19,147		
Red Book.....	131	18,817		
American Boy.....	72	14,400		
Metropolitan.....	82	13,980		
McClure's.....	74	12,694		
Sunset.....	82	11,798		
Hearst's.....	67	11,480		
Motion Picture Mag.....	78	11,102		
Photoplay.....	59	8,564		
Boys' Magazine.....	41	7,235		
Boys' Life.....	53	7,155		
Everybody's.....	39	5,668		
Current Opinion.....	26	3,674		

**VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES**

 (Exclusive of publishers' own
advertising)

	Agate	
	Columns	Lines
Vogue (2 issues).....	558	88,428
Ladies' Home Journal.....	329	65,954
Harper's Bazar.....	235	39,639
Good Housekeeping.....	266	38,164
Woman's Home Companion.....	165	33,190
Delineator.....	163	32,746
Pictorial Review.....	146	29,368
Designer.....	131	26,289
Woman's Magazine.....	128	25,636
McCall's.....	79	15,981
People's Home Journal.....	58	11,715
Modern Priscilla.....	60	10,100
Mother's Magazine.....	67	9,380

	Agate	
	Columns	Lines
People's Popular Monthly..	46	8,870
Home Life.....	44	7,709
Holland's Magazine.....	40	7,734
Today's Housewife.....	36	7,329
Needlecraft.....	27	5,107

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING**

	Agate	
	Columns	Lines
System.....	300	42,911
Vanity Fair.....	226	35,725
Popular Mechanics (pages)...	118	26,603
*Popular Science Monthly..	163	24,881
Country Life in America...	143	24,182
Association Men.....	126	17,844
Electrical Experimenter....	91	12,756
Physical Culture.....	87	12,556
Theatre.....	71	11,928
House & Garden.....	75	11,790
Field & Stream.....	73	10,536
*National Sportsman (pages)...	35	7,926
House Beautiful.....	50	7,842
Outing.....	48	6,961
Outdoor Life.....	47	6,786
Outer's Book-Recreation....	46	6,712
Arts & Decoration.....	42	5,880
International Studio.....	38	5,279
Travel.....	29	4,775
Illustrated World (pages)...	18	4,134
Garden.....	27	3,812
Extension Magazine.....	20	3,260

* New page size.

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

 (Exclusive of publishers' own
advertising)

	Agate	
	Columns	Lines
Canadian Home Journal.....	113	22,715
Everywoman's World.....	101	20,356
MacLean's.....	136	19,104
Canadian Courier (2 Sept. issues).....	87	15,933
Canadian Magazine (pages)...	51	11,424

**VOLUME OF ADVERTISING IN
SEPTEMBER WEEKLIES**

 (Exclusive of publishers' own
advertising)

	Agate	
	Columns	Lines
September 1-7.....		
Saturday Evening Post.....	315	53,661
Literary Digest.....	134	20,415
Town & Country.....	84	14,274
Leslie's.....	55	9,434
Collier's.....	55	9,406

	Columns	Agate Lines		Columns	Agate Lines
Scientific American	40	8,058	Nation	18	2,560
Nation	44	6,208	Churchman	8	1,370
Independent	37	5,414	Judge	9	1,363
Illustrated Sunday Maga- zine	27	4,896	All-Story (pages)	5	1,316
Outlook	28	4,221			
Christian Herald	24	4,080			
Youth's Companion	20	4,022			
Life	27	3,851			
All-Story (pages)	9	2,201			
Churchman	11	1,828			
Judge	13	1,827			

September 8-14

Saturday Evening Post.....	285	48,603
Literary Digest	146	22,304
Town & Country	72	12,114
Leslie's	50	8,554
Collier's	44	7,510
Outlook	35	5,239
Scientific American	22	4,557
Life	24	3,484
Christian Herald	20	3,417
Nation	23	3,328
Independent	22	3,232
All-Story (pages)	12	2,830
Youth's Companion	11	2,228
Judge	8	1,238
Churchman	7	1,190

September 15-21

Saturday Evening Post.....	236	40,243
Literary Digest	147	22,422
Town & Country	91	15,435
Collier's	68	11,212
Scientific American	51	10,273
Christian Herald	40	6,883
Independent	44	6,295
Leslie's	34	5,935
Illustrated Sunday Maga- zine	28	5,110
Outlook	29	4,327
Youth's Companion	18	3,782
Nation	21	3,000
Life	21	2,948
Judge	13	1,914
All-Story (pages)	7	1,622
Churchman	8	1,291

September 22-28

Saturday Evening Post.....	259	44,138
Literary Digest	130	19,769
Leslie's	52	8,993
Collier's	44	7,540
Scientific American	31	6,338
Outlook	39	5,752
Youth's Companion	22	4,509
Independent	29	4,235
Christian Herald	24	4,230
Life	24	3,467

September 29-30

Illustrated Sunday Maga- zine	28	5,064
--	----	-------

Totals for September

Saturday Evening Post.....	186,645
Literary Digest	84,910
†Town & Country.....	41,823
Collier's	35,668
Leslie's	32,916
Scientific American	29,226
Outlook	19,539
Independent	19,176
Christian Herald	18,610
Nation	15,096
†Illustrated Sunday Magazine..	15,070
Youth's Companion	14,541
Life	13,750
All-Story	7,969
Judge	6,342
Churchman	5,679

† 3 issues.

**RECAPITULATION OF ADVERTISING
IN MONTHLY CLASSIFICATIONS**(Exclusive of publishers' own
advertising)

1. Ladies' Home Journal.....	329	65,954
2. System	300	42,911
3. Harper's Bazar	235	39,639
4. Good Housekeeping.....	266	38,164
5. Vanity Fair	226	35,725
6. Woman's Home Comp.....	165	33,190
7. Delineator	163	32,746
8. American	206	29,536
9. Pictorial Review.....	146	29,368
10. Popular Mechanics (pages)	118	26,603
11. Designer	131	26,289
12. Woman's Mag.	128	25,636
13. *Popular Science Mthly.....	163	24,881
14. Country Life In Amer.....	143	24,182
15. Canadian Home Journal.....	113	22,715
16. Review of Reviews (pages)	92	20,729
17. Everywoman's World.....	101	20,356
18. World's Work (pages).....	86	19,348
19. Cosmopolitan	133	19,147
20. MacLean's	136	19,104
21. Red Book	131	18,817
22. Association Men.....	126	17,844
23. McCall's	79	15,981
24. Harper's Magazine (pages)	68	15,279
25. Atlantic Mthly. (pages).....	66	14,998

*New page size.



U. Live Wire,
Advertising Department,
United States.

Dear Sir:

Why look backward? The World advances.

A new era in Women's publications has arrived. The up-to-date progressive woman of today eagerly reads a weekly magazine.

For results advertise in WOMAN'S WEEKLY, the only national weekly magazine in America for women.

Yours very truly,

Director of Advertising

Home Office:
333 S. Dearborn Street,
Chicago, Ill.

New York Office:
303 Fifth Avenue,
New York City.

The Nation's Largest Advertiser

Old Dutch Cleanser
Wash Right

Keeping Cool
Cool yourself with this refreshing drink.

Tulips and Tit-Bits
A May Morning Greeting

Choose Bakers
To make a good loaf of bread, begin right.

Jiffy-Jell
For Desserts and Salads

The Men Who Serve You
The Pullman Company

MEAD COLD COMPANY

extension magazine

Extension Magazine Reaches Cre It Influences Strongly the Ing

17,416,303 Catholics
57,450 Sisters and Nuns
20,477 Catholic Clergymen
15,817 Catholic Churches

10,369 Rectories
547 Hospitals
217 Colleges for Boys
106 Ecclesiastical Seminaries

Over 200,000 Circulation

Extension Magazine

"The World's Greatest Catholic"

Member Association of Circulation

General Offices: 223 W. Jackson Blvd., Chicago, Ill.

Printers Use Extension Magazine

Encyclopaedia English Language
THE NEW INTERNATIONAL ENCYCLOPAEDIA

The New Oliver Nine
A TYPEWRITER REVOLUTION
New Machine for Half the Price

A Million Little Springs
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

Slumberon
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

A Real Hair Mattress for \$25.00
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

GUNN Sectional Bookcases
Are Lower in Price than Others
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

The O-Cedar
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

JELL-O
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

The Conventional
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

Making Food Attractive
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

write me too-its easy with a Sheaffer

SHEAFFER'S
The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind. The new Oliver Nine is a great machine and more of the kind.

Printers Cream of the Catholic Public — The Big Power of the Following —

- | | |
|-------------------------|-------------------------|
| 122 Monasteries | 677 Academies for Girls |
| 5,748 Parochial Schools | 109 Homes for the Aged |
| 7,499 Convents | 361 Provincial Houses |
| 297 Orphan Asylums | and Novitiates |

Inside Magazine

Greatest Catholic National Monthly

Member Association of Circulations

Chicago, Ill.

Rate \$1.00 per Agate Line

Eastern Representatives: Lee & Williamson, 381 Fourth Ave., New York City

"PRINTERS' INK'S" FOUR-YEAR RECORD OF OCTOBER ADVERTISING

GENERAL MAGAZINES

	1918	1917	1916	1915	Total
Cosmopolitan	\$19,147	\$31,193	\$41,431	20,251	112,022
American	\$29,536	\$33,970	\$24,453	\$16,868	104,821
Review of Reviews	20,729	23,898	33,114	24,528	102,269
McClure's	\$12,694	\$23,461	\$28,289	\$34,206	98,650
World's Work	19,348	23,452	25,988	19,677	88,465
Metropolitan	\$13,980	\$19,535	\$23,403	\$20,572	77,490
Harper's Magazine	15,279	19,406	21,931	18,900	75,516
Red Book	\$18,817	\$25,323	11,648	9,618	65,406
Scribner's	14,688	17,847	18,325	14,189	65,049
Hearst's	\$11,480	\$17,826	\$19,171	\$15,209	63,686
Century	12,606	15,731	16,305	12,887	57,529
Atlantic Monthly	14,998	15,856	15,874	9,947	56,675
Sunset	\$11,798	\$10,350	\$17,248	\$13,636	53,032
American Boy	14,400	11,899	12,057	14,227	52,583
Everybody's	\$5,668	\$13,048	\$15,552	\$13,909	48,177
Photoplay	\$8,564	\$12,087	7,616	5,027	33,294
St. Nicholas	5,434	10,294	8,548	6,027	30,303
Boys' Life	7,155	8,019	7,125	6,937	29,236
Motion Picture Magazine	\$11,102	7,014	6,188	4,212	28,516
Boys' Magazine	7,235	5,726	6,454	7,246	26,661
Current Opinion	\$3,674	\$3,450	\$7,650	\$9,710	24,484
Munsey's	4,309	3,881	8,036	7,497	23,723
Ainslee's	2,638	2,748	2,754	3,808	11,948

‡Changed from standard to flat size.

285,279 356,014 379,160 309,088 1,329,541

WOMEN'S MAGAZINES

Vogue (2 issues)	88,428	119,925	121,162	105,702	435,217
Ladies' Home Journal	65,954	65,580	50,684	41,657	223,875
Harper's Bazar	39,639	58,207	75,908	36,446	210,200
Good Housekeeping	\$38,164	\$41,780	\$59,990	28,672	168,606
Woman's Home Companion	33,190	31,544	27,688	24,350	116,772
Delineator	32,746	29,837	25,738	21,049	109,370
Pictorial Review	29,368	29,793	25,836	21,750	106,747
Designer	26,289	24,311	21,585	17,108	89,293
Woman's Magazine	25,636	24,417	21,560	17,148	88,761
McCall's Magazine	*15,981	15,720	15,569	13,668	60,938
People's Home Journal	11,715	11,704	14,948	15,344	53,711
Modern Priscilla	10,100	14,116	13,405	11,816	49,437
Mother's Magazine	9,380	11,544	11,760	11,020	43,704

‡Changed from standard to flat size. *New page size.

426,590 478,478 485,833 365,730 1,756,631

CLASS MAGAZINES

Vanity Fair	35,725	50,717	63,928	50,274	200,644
System	\$42,911	\$49,930	38,397	30,576	161,814
Country Life In America	24,182	36,604	40,753	27,804	129,343
Popular Mechanics	26,603	34,052	34,720	28,392	123,767
Popular Science Monthly	\$24,881	26,143	23,060	14,406	88,490
House & Garden	11,790	20,454	14,597	15,022	61,863
Theatre	11,928	15,120	20,042	11,928	59,018
Field and Stream	10,536	13,002	13,984	10,584	48,106
Physical Culture	\$12,556	11,094	10,234	8,944	42,828
House Beautiful	7,842	11,929	9,391	9,658	38,820
Outing	\$6,961	\$10,797	8,412	6,816	32,986
Illustrated World	4,134	5,638	8,300	8,365	26,437
International Studio	5,279	5,619	7,197	6,946	25,041
Garden	3,812	7,825	7,350	4,900	23,887
Travel	4,775	7,703	4,624	5,462	22,564

‡Changed from standard to flat size.

233,915 306,627 304,989 240,077 1,085,608

WEEKLIES (4 September Issues)

Saturday Evening Post	186,645	*220,379	*166,804	92,228	666,056
Literary Digest	84,910	*97,544	*78,568	51,554	312,576
Collier's	35,668	*78,589	*68,045	51,537	233,839
Town and Country	\$41,823	\$45,729	\$40,778	\$36,977	165,307
Leslie's	32,916	\$34,472	28,746	*28,287	124,421
Scientific American	29,226	*23,823	*25,463	18,915	97,427
Outlook	19,539	26,881	23,147	*24,024	93,591
Life	13,750	20,695	25,916	*27,149	87,510
Christian Herald	18,610	21,186	20,100	*25,032	84,928

*5 issues.

†3 issues.

463,087 569,298 477,567 355,703 1,865,655

Grand Totals 1,408,871 1,710,417 1,647,549 1,270,598 6,037,433

"No, we've nothing to sell. We're loaded to the limit with war work."

How often we hear that phrase nowadays.

And it's true, in a sense. Many manufacturers literally have nothing to SELL.

But think what they have to MAINTAIN.

Those manufacturers are not scattering to the four winds the organizations they built up in peace times—not if they can help it.

They are thinking of the day when the biggest news of all times breaks—*Peace!*

And they want to jump in quick, hard, militantly, into the industrial struggle which patriotism bade them abandon.

To this end, the machine tools and fixtures of industry are stored and kept well-oiled, whether those tools be men or metal.

The foresight of some men is limited to four walls. They fail to see that anything can be replaced except a LOST MARKET.

A hundred men can produce to one who can sell as well as produce.

If you have nothing to sell, you have all the more to maintain—YOUR PERMANENT MARKET.

Advertising will do it. And at a tithe the cost of developing a new one.

Open an account headed "Market Maintenance." It's part of your costs whether you figure it now or later.

You may juggle your books, but you can't escape costs.

FARM IMPLEMENT NEWS
The Tractor and Truck Review
 CHICAGO

DIXON

Pencils and eye glasses

You wouldn't want to read all day through another person's glasses. Then why work with a pencil not intended for your kind of work.

DIXON'S ELDORADO

"The master drawing pencil"

includes among its 17 degrees a pencil to suit each kind of work—each individual taste. The strong, smooth, responsive leads make work easier, quicker, more economical. 17 degrees—9H (hardest) to 6B (softest); HB (medium) for general work.

Write us on your letter head the nature of your pencil work and name of dealer, and we will send you full-length samples of the right degrees for your work—also our chart showing the uses of the 17 degrees.

JOSEPH DIXON CRUCIBLE CO.



Established 1827
Department 150-J
JERSEY CITY, N. J.

DIXON

Proposed Restrictions on Foreign Ownership in Britain

The rights of American stockholders in English businesses and the status of branches of American firms incorporated in England are affected, the American Chamber of Commerce in London reports, by the recommendations of a Government committee which has been studying the question of foreign ownership and control of British businesses.

So far as general companies doing an ordinary trading business are concerned, the committee recommends that no restrictions should be imposed, for that would discourage inflow of capital and would be resented by foreign friends of Britain. The Committee, however, adds: "If any such discrimination were adopted we think that at any rate it should be limited to some short period—say three or five years after the conclusion of the war."

In regard to shipping companies, however, the committee, while suggesting that total exclusion of aliens from ownership of British ships is not essential for national safety and is not commercially expedient, yet recommends that not more than 20 per cent of the capital of shipping companies should be held by aliens, or, preferably, that alien shareholders should carry no vote.

Key industries, the committee points out, should also be subjected to some control. It suggests that the Board of Trade have discretion to designate any business as a key industry, and be empowered in such case to limit foreign ownership to 20 per cent, and, if the 20 per cent limit has been exceeded, to apply to the High Court for an order for sale of so much of the capital as will reduce the foreign holding within the limit.

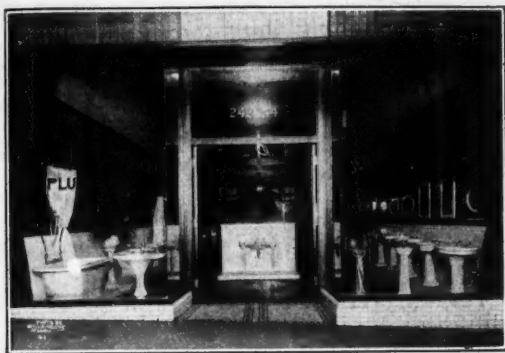
The committee expresses the view that anything which would have a prohibitive or deterrent effect on attracting foreign capital should be avoided, and that it is not expedient to seek to prevent aliens from incorporating companies in Great Britain. Any developments from the committee's investigation may have an important effect on the development of Anglo-American trade.

Charles R. Wiers in Red Cross Work

Charles R. Wiers, chief correspondent of the Larkin Company, Buffalo, N. Y., is in Washington at the request of the Red Cross for the purpose of organizing and supervising the work of the Bureau of Communication, Bureau of Prisoners' Relief and Bureau of Civilian Communication.

Miss Teresa Jackson With Murray Howe

Miss Teresa Jackson, for the past two years with Scott & Scott, Inc., advertising agents, New York, has been appointed assistant to Murray Howe, of the Murray Howe Agency, also of New York.



A New Outlet for Your Merchandise

Has it occurred to you that the Plumbing and Heating contractor is becoming a live-wire merchant who is prepared to handle efficiently many articles of merchandise not essentially plumbing and heating supplies?

He is becoming a merchant both through evolution and necessity brought about by the curtailment of building operations.

Window Display—A Silent Salesman

Thousands of Plumbing and Heating Contractors are maintaining attractive showrooms and window display space in excellent locations for retail business. He is the logical distributor for all bathroom accessories and toilet fixtures, as well as for washing machines, gas stoves, laundry and kitchen utensils, gas and electric lighting fixtures and kindred lines.

Daily newspapers in medium-sized cities are carrying his advertisements and bringing people to his showroom who would buy your merchandise were it displayed there.

DOMESTIC ENGINEERING, the Weekly Paper of the Plumbing and Heating Trades, has done a great deal to help the Plumbing and Heating contractor to increase his business. He is being taught in a series of editorials and articles how to increase and extend his business, how to locate prospects and follow them up, how to advertise effectively in his local newspapers, and in many other ways to become a better merchant and business man.

Point of Contact Between Buyer and Seller

Get your goods in the Plumbing and Heating contractor's window. Make him your ally for distribution. Start a sales campaign now through DOMESTIC ENGINEERING—the straightest road to the Plumbing and Heating contractors of America.

Member
Audit
Bureau of
Circulations

DOMESTIC-ENGINEERING
407 S. O. DEARBORN ST. - CHICAGO, ILL.

The remarkable advance
in all branches of **INDUS-
TRY, COMMERCE,
SCIENCE, INVEN-
TION, MECHANICS** is
reflected in the circulation
of the

SCIENTIFIC AMERICAN

as shown by the following
figures:

Average Net Paid

1st Quarter, 1917 . .	91,878
2nd Quarter, 1917 . .	93,907
3rd Quarter, 1917 . .	96,722
4th Quarter, 1917 . .	100,563
1st Quarter, 1918 . .	106,098
2nd Quarter, 1918 . .	118,755

MUNN & CO., Inc.

Woolworth Bldg.
New York

Peoples Gas Bldg.
Chicago

No Price Inflation Here

BOOTH FISHERIES COMPANY
KANSAS CITY, MO., Oct. 4, 1918.

Editor of PRINTERS' INK:

Answering your question on page 130 of September 26 issue of PRINTERS' INK, wish to state that the slogan adopted by Harry Moir, of the Morrison Hotel, Chicago, beats this all to pieces. Harry advertises:

"A Room With a Bath
For a Dollar and a Half."

Now, what do you have to say?

Walter U. Clark Heads New Company


Walter U. Clark, who for the last two years has been in charge of sales promotion for Wilson & Company, Chicago packers, has been made president and general manager of the Clark Products Company. This is a newly formed concern which will manufacture metal and glass polishes.

Will Push English Toilet Preparations Here

Rador Co., Ltd., of London, recently opened offices in New York City. The company will manufacture and market a line of toilet preparations, which it will advertise, starting with New York City newspapers.

The Journal of the Underwear and Hosiery Trade is

THE Underwear & Hosiery Review



Old favorites
in a new box

Chipman Knit-Silk Hosiery
for Men and Women

Published monthly by
The Knit Goods Publishing Corp'n
320 Broadway, New York

I NEVER THOUGHT OF THAT



W. C. Horn, Bros. & Co. (Est. 1848) 541-547 Pearl St., N.Y. City
Please send me Desk File, No. 16, 17, 18 (cross out any not wanted),
with the understanding that same may be returned within 10 days if
not satisfactory. I enclose \$ P I 98

Name

Address

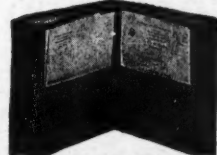
HORN

Instant

DESK FILE

keeps the papers on all pending matters in compact, convenient form—instantly accessible, indexed A to Z in the case of No. 17, 1 to 31 in No. 18; and with celluloid-covered removable index tabs for special classification in No. 16. The pocket pages hold papers securely but without gripping.

No. 17, \$2.75, has 28 pocket pages; No. 18, \$3.00, has 32; and No. 16, \$2.50, has 16. Over-all size, 10½x12 inches. Many other styles, all sizes, in free catalog. Ask your dealer or send coupon.



**FREE TRIAL
OUR RISK**

The Little Schoolmaster's Classroom

IN the Middle Ages, towns in Europe isolated themselves from one another with a series of *octroi*, or taxes levied at the city gates on merchandise coming from other towns. The result of these *octroi* was the serious impairment of trade, the cessation of intercourse between communities and the hindrance of interchange of ideas. One town knew little of another and cared less. Each was, or attempted to be, a self-sustained unit, industrially and otherwise, and the wants of the citizens remained few and simple, the civilization of a low order, just because they knew so little of what was going on in the outside world.

* * *

American business, before the war, had developed along traditional lines until it was "compartmented" almost as completely as the old-time European cities were. A retailer was just one kind of a retailer, and he had a definitely well-defined list of things that he would sell, and any departure from that standardized list was regarded—at least by the more conservative four-fifths of the trade—as being almost "unethical." Similarly a manufacturer was known as a producer of one definite type of merchandise; and only too often he would turn down the proposition to exploit a new device on the simple ground that it "is outside our line."

But to-day under the pressure of war conditions, this situation has radically changed. The Chicago druggist who says he'll sell anything—providing people want it—is by no means alone. Merchandise in your own line may be hard to get; mounting expenses make a big turn-over more imperative than ever; and under this stress of circumstance, the retailer is beginning to regard the whole world of manufactured goods as his province—regardless of the sign which hangs above his door.

Many instances of such developments have been recorded in **PRINTERS' INK** in recent months.

The manufacturer, too, has learned his big war lesson. He has discovered that it is not half so hard to change a factory from one type of product to another as he had thought; and this lesson will be remembered after he has shifted back again from war goods to peace products. In fact, the war exigency has already required some manufacturers to look around for new classes of products. No more striking indication of the trend of things has come to the Schoolmaster's eye recently than the following advertisement (quoted in part) of the Buck's Stove and Range Company. It recently appeared in a New York daily.

TO MANUFACTURERS ENGAGED IN ESSENTIAL INDUSTRIES OR IN WAR WORK

The United States Government has found it necessary, in order to effect a general saving of fuel, iron and steel, to considerably curtail the business of all stove manufacturing concerns.

This leaves us, or will very shortly, with a large excess capacity available for war work, or work classed as "Essential" on which U. S. priority orders are available. This concern, one of the largest and best known in our industry, in the country, was established in 1846. We now have a big up-to-date plant, equipped in the most modern manner and backed by a corps of experienced men, capable of handling any proposition in our line which you can put up to us.

We especially solicit work from other manufacturers, in the following lines: (1) Vitreous Porcelain Enameling on Steel or Cast Iron—all colors; (2) Sheet Metal Work—all kinds; (3) Nickel Plating and Polishing; (4) Japanning on Steel or Cast Iron and Electro Galvanizing; (5) Gray Iron Castings—all kinds.

We are also in a position to make all types of stoves, ranges and furnaces, as well as cast iron garbage incinerators, cast iron latrine incinerators. (Conley Pat.), Army ranges, hotel ranges, etc. We have manufactured, at various times, a considerable line of Enameled Hospital Supplies and kindred lines and can handle any work of this nature required. The floor space available is about 360,000 sq. ft. We employ over 600 men and are in a position to serve you promptly and

CONSERVATION OF PAPER

*For the People
By the Government*

The War Industries Board at Washington put into effect August 1st certain regulations relative to weights of Book Papers.

The entire trend of this ruling is for lighter weights in Machine Finish, Super-Calendered, English Finish, Antique Finish and Coated papers.

This means a conserving of raw materials and coal—an equal amount of printing surface per ream of paper and the consequent production of a greater number of reams within a given time.

The Seaman Paper Company, through its entire national organization, has carried out for years this very idea. It stands for economy in manufacture and its consequent benefit to the consumer—not only from the standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

SEAMAN PAPER COMPANY

Chicago
St. Louis
Cincinnati

Milwaukee
Minneapolis
St. Paul

New York
Buffalo
Philadelphia

Western Agents: GENERAL PAPER COMPANY
Seattle Portland San Francisco Los Angeles

Builders and distributors of paper for every known use

More rated retail Department,
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.
A. B. C. Members.

**MERCHANTS TRADE
JOURNAL, Inc.**

Des Moines, New York, Chicago,
Indianapolis



THE
EYES OF THE WORLD
ARE ON THE
MOVIE SCREEN
100% EFFICIENT
ADVERTISING
LANTERN SLIDES
COMMERCIAL FILMS
ANIMATED TRAILERS
BRITE-LITE FILM ADY CO
217 BROADWAY N. Y.
Phone Barclay 7148
A. B. C. PREST

TWO ARTISTS WANTED

By Large Canadian Advertising Agency

One who can handle an
air brush as well as specializ-
ing on pen and ink illustra-
tions for use in daily papers.

Also one who can do
general work for newspaper
illustrations such as are re-
quired by an agency hand-
ling a large number of ac-
counts.

Good futures for the
right men.

**"M. V.," Box 204
Care of Printers' Ink**

efficiently. We make a specialty of
handling big jobs on short notice, and
have a wide reputation for doing things
right and on time.

Tell us about your needs and we will
have our representatives call—or will
take the matter up with you by mail—
and estimate on the cost, time of de-
livery, etc. Write, telephone or wire
us at our expense.

THE BUCK'S STOVE & RANGE COMPANY
St. Louis, Mo.
* * *

The Schoolmaster knows of no
better illustration of the inter-
dependence of business than the
one recently cited by Dr. Harry
A. Garfield, Fuel Administrator.

"The trouble is that it is hard
to tell what is essential and what
is not and there is often danger
in interfering with industries
which seem on the surface to be
non-essential," he said. "For in-
stance, we were thinking about
curtailing the amount of coal to
be supplied to the candy makers.

"It seemed as though the coun-
try could get along with a little
less candy, but when we came to
talk the matter over it was point-
ed out that any such curtailment
would result in reducing the im-
ports of coconuts, which are
used almost exclusively by candy
makers.

"Such reduction would mean a
shortage in a particular acid
which is made from coconut
shells, and which is used in the
manufacture of gas masks. So
we did not curtail coal to candy
makers, and there was criticism
on account of that by those who
were ignorant of the circum-
stances.

"So it is with many other in-
dustries which apparently are non-
essential, but which produce by-
products vitally necessary to the
war industries."

There is no longer such a thing
as absolute independence in the
world. The success, even the very
life, of every individual and of
every institution is dependent on
the co-operation of some other
person or institution. The rela-
tions of commerce is the warp
and woof that binds society to-
gether.

* * *

The importance of coconut
shells, by the way, is giving the
candy people an excellent reason

for directing demand toward coconut confections. A number of timely merchandising plans are being worked out around this opportunity. The Mirror Candy Stores in New York, for example, are devoting their windows to an educational display of the Army's

need of coconut shells. Whole coconuts are shown as well as pieces of the cracked shell. Several kinds of candy made of coconut also are exhibited. A number of explanatory signs are shown. This, in effect, is the announcement on one of them:

CANADA'S Advertising Journal

Marketing

and Business Management

A high class and highly interesting monthly magazine for all interested in advertising progress—especially in the Canadian field. Send for current issue, or \$2 for year's subscription to W. A. LYDIATT, Publisher, 53 Yonge St., Toronto.

ESTABLISHED 1881

Le Moniteur du Commerce

MONTREAL CANADA

The Leading French Trade Journal

F. D. Shallow Pub-Prop

Surely no reader of Printers' Ink needs to be urged to advertise as a preparedness measure for business, after we win the war.

Equally true is it that no argument is needed to show the value of *illustrations* in advertising.

It is likewise true (so our customers say) that advertisers dealing with us are assured of a uniformly high quality of work and a unique service.

We shall gladly prove the truth of this for you.

H. A. Gatchel, Pres.

C. A. Stinson, V.-Pres.

GATCHEL & MANNING

PHOTO-ENGRAVERS

Sixth and Chestnut Streets

PHILADELPHIA

Do you receive a copy of our little house organ ETCHINGS?

Your Canadian Advertising Agents



should be
SMITH, DENNE & MOORE

LTD.

TORONTO

CANADA

MONTREAL

WE ARE
ON THE SPOT
AND KNOW
CONDITIONS

"GIBBONS Knows CANADA"

ADVERTISING WRITER WANTED

Man who has had agency experience will be given preference. Ability to handle a variety of accounts is necessary.

Only an experienced trained man with energy and ability will be considered.

Give full information in first letter.

"R. L.," Box 203
Care of Printers' Ink

The difference
between excellent
and ordinary en-
graving depends
primarily upon the
personal attention
your work receives



**THE MUGLER
ENGRAVING
COMPANY**

ARTISTS
ENGRAVERS-PHOTOGRAPHERS
Producers of fine Color Plates
Half-Tones Zinc Etchings Etc.

MUGLER BLDG. CLEVELAND
BRANCH ART DEPT., SYRACUSE, N.Y.

*Personal Service
given all orders*

HOW

Patriotism

Can find expression in kinds of candy consumed.

The United States Army needs all the Coconut shells it is possible to furnish and more, too.

The war winning use for which Coconut shells are required amply justifies us in appealing to our patrons to select their limited candy purchases from among those manufactured from the meat of the Coconut.

Sugar conservation requirements are met in the consumption of coconut candies because only a limited amount of sugar is necessary in their manufacture.

These same stores are also making a drive to accumulate all the peach stones they can. Another sign explains this:

How

everyone can help to conserve sugar and not make any sacrifice

By

the liberal consumption of

Fresh Ripe Peaches

which are known to contain natural sugar. In addition to Coconut shells Peach Pits are required in large quantities by the United States Army in the manufacturing of Gas Masks.

To accomplish this double result we will serve Peaches at cost, to be consumed on our premises.

The Authority on Screen Advertising

**REEL-SLIDE
MAGAZINE**

A brilliant publication, supreme in the new field of moving picture publicity.

\$1.00 per year. Send for sample

Class Publications Inc.,
418 South Market St., Chicago

CLOTHING

A clothing manufacturer can secure a suggestion in regard to his distribution by writing to

MOTOR LIST COMPANY

1109 Locust St. Des Moines, Iowa

**3cents
ONE STAMP**
IS ALL IT COSTS TO WRITE US

We design and manufacture
dealer helps that advertise your
goods right where they are sold

B. & B. SIGN CO. INC. 347 FIFTH AV. N.Y.

This is a splendid illustration of how merchandising of a patriotic order can be hitched up with the news of the day. Everything spells opportunity to the business man who keeps his imagination motor running.

Aubrey F. Murray, for five years with the advertising department of the New Orleans *Times-Picayune*, has joined the display advertising department of the New Orleans *Item*.

BOURGES SERVICE

SUPERVISION OF
ENGRAVING AND PRINTING
FLATIRON BUILDING NEW YORK CITY

DAY
GRAMERCY
536



NIGHT
AUDUBON
2560-3120

A Personal and Emergency Service combining the capacity of many plants and the personal attention of one man on one fee.

Booklets and

Catalogs Many of America's prominent advertisers, advertising agencies and others requiring high grade composition or printing, use the

Charles Francis Press

PRINTING CRAFTS BUILDING
EIGHTH AVENUE, 32nd to 34th Sts., NEW YORK CITY

We represent Student Publications

FIVE years' successful college town merchandising and college paper advertising.

Ask us anything you want to know about the college field.

Collegiate Special Advertising Agency

Inc.
503 Fifth Avenue New York
Established 1913

THE Los Angeles Evening Herald

"The paper that goes home"

CIRCULATION
137,707

EVENING HERALD PUBLISHING CO.

Member A. B. C.

Los Angeles, California

CATALOGS and PUBLICATIONS In Foreign Languages

True and Accurate Translations
Prompt Service
In Business for 26 Years

National Printing & Publishing
Company

2100 Blue Island Ave., Chicago, Ill.



"CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical
Paper Clip on the market

Pat. Dec.
12, 1916

Recommended by efficiency experts.

Prices F. O. B. Buffalo.

Packed 10,000 to the Box.

10,000.....	15c per 1,000
50,000.....	16c per 1,000
100,000.....	8c per 1,000
500,000.....	7c per 1,000
1,000,000.....	6 1/2 c per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

To increase production and decrease selling costs { TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

WORLD'S FASTEST SELLING AUTO ACCESSORY!

STATE DISTRIBUTORS WANTED.
G. L. W. SPRING OILER CO., SAN DIEGO, CALIFORNIA.

Wanted—A leading financial publication wants a representative for New York City and New England States, preferably a salesman who now represents one or more publications and who can successfully handle another. Address replicas to "B," Box 775, care of Printers' Ink.

A representative for New York and territory wanted for a first-class list of Canadian publications, including one general magazine, one farm magazine, and several well-known trade and technical publications. Applicants must have strong agency connection in New York and Philadelphia, as well as connection with leading national advertisers. Applicants must have strong personality and a successful record. Give full particulars of experience, age, etc., in first letter. Box 771, Printers' Ink.

MANUFACTURER'S AGENTS WANTED

One of the largest manufacturers in the world, selling a high-grade, well-advertised, well-known fully guaranteed hand cream separator, for which there is a large demand, through dealers only, desires to make permanent connection on commission with an individual or company, who can and will cover any certain territory vigorously and persistently. This high-grade machine sells at a very attractive price and makes the dealer a very large margin of profit. The commission offered is very liberal and the amount of money to be made depends entirely upon the effort put forth, as there is a very large demand and sale for this article. There is no expense attached to the selling, as the manufacturers do their own billing and shipping, make their own collections.

Commissions are due and payable promptly when the goods are shipped.

The manufacturers will co-operate energetically with any individual or company who will undertake this proposition and handle it intelligently.

Give full particulars and specify territory and other lines carried, etc., in first letter.

SWEDISH SEPARATOR COMPANY,
515 So. Wells St., Chicago, Ill.

Assistant to Sales and Advertising Manager required by a prominent paper mill in New England. Knowledge or acquaintance with paper desirable. Advertising Agency experience necessary. Should be a clever copy writer and preferably had some intensive sales experience, and be an able correspondent and executive. State fully training, experience, and draft exemption classification. Excellent opportunity for right man. Salary about \$2500, but this question is open for consideration. Box 773, care of Printers' Ink.

Unusual opportunity for good man in service department of house manufacturing and selling through the retail trade well-known guaranteed line; must be good salesman, executive, correspondent, with proper understanding of all principles of merchandising; state age, draft status, experience in detail; giving names of houses associated with and earnings during past ten years, and ideas as to future; send photo if possible; all replies treated confidentially; salary will be moderate until value is proved, then no limitations, except those of man himself. Box 774, Printers' Ink.

MISCELLANEOUS

YOU NEED AN ANALYSIS

I can make that analysis whether of methods, markets or "reasons why."
Let me co-operate with you.

Address: SATISFACTION-OR-NO-PAY, Box 777, P. I.

Ph. Morton

OCEAN TO OCEAN
CINCINNATI

Electros 1c

A Square Inch — Minimum 7 cents.

Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00

No order too large or too small

GENERAL PLATE CO. TERRE HAUTE INDIANA

WANTED

Second-hand cabinet file for drawings, 22x28, and cuts. Box 776, care of Printers' Ink.

WAR OPPORTUNITY

For Sale, Recognized Advertising Agency. Sole owner now in army. Business good, highest ideals, exceptional good-will, net profits last year excess \$18,000. Accounts all high grade national. Will sell half interest for \$5,000 to man capable of managing. Highest references required. Address Box 769, Printers' Ink.

POSITIONS WANTED

All-around advertising man, can handle make-up, copy, cuts, correspondence and do other detail work. Married, age 37. Salary to start, \$25.00 per week. Box 778, care of Printers' Ink.

ADVERTISING SOLICITOR

Experienced trade-paper solicitor seeks new connection. Good chance to secure first-class man released through Gov't restrictions. A-1 record. Box 779, P. I.

MANAGING EXECUTIVE

Experience covers the most thoroughly progressive development. Has comprehensive knowledge of organization, finance and profit-producing management. Connection must offer large responsibility and experience. Box 770, care of Printers' Ink.

Position wanted by a young woman, capable of assisting in print, plate and layout departments of advertising agency or private firm. Collegiate education, artistic as well as executive ability. Box 772, care of Printers' Ink.

ADVERTISING AND SALES MANAGER

Twenty years' experience covering United States, Mexico and Canada and traveling France and England. I am open for a position as advertising and sales manager with large manufacturer desiring a man who thoroughly understands all branches of advertising business, including space buying, writing advertisements, booklets, etc.

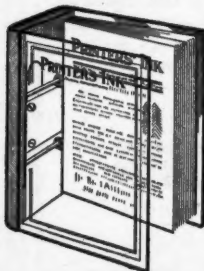
My experience as sales manager would make me very valuable in that department in helping salesmen, in planning selling arguments to the trade, and in reducing selling expenses.

I am a graduate in law, have traveled all over United States, Canada and Mexico, know selling conditions and newspaper conditions and newspaper values from a personal study on the ground in the different localities, cities large and small, and know advertising values from a study of those values in the cities in which papers are published and from the returns secured by my previous employer, not by hearsay.

My age, 48; draft exempt. Can arrange to make change quickly. Address, in confidence,

"M.H.," Box 780, care Printers' Ink

BINDERS FOR PRINTERS' INK



PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

65 Cents Each

postpaid

185 MADISON AVENUE

PRINTERS' INK PUBLISHING CO.

NEW YORK

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we maintain
Offices and
Poster Plants
in over 400
large cities
and towns in
twenty-three
states acting
as service
stations to the
advertiser

Jnos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

War, Business and Advertising



Sept. 10th. 1919.

The Chicago Tribune.
7 S. Dearborn St.,
Chicago, Ill.

Attention of Mr. Parsons, Adv. Mgr.

Gentlemen:

We thought it might be interesting for you to know that Monday, Sept. 9th, showed the largest retail sales in the history of our business.

These sales we feel are directly the result of our advertisements in the Tribune on the day before, Sunday, Sept. 8th.

We feel so gratified over these returns that we thought you might share our gratification with us.

Yours very truly,

O. W. RICHARDSON & CO.

J. W. Lane
Advertising Mgr.

JUL:JA

A remarkable interview of Charles N. Wheeler with H. Gordon Selfridge in London is reprinted by The Chicago Tribune in a booklet entitled "*War, Business and Advertising.*" It throws an interesting light on incidents such as that noted above. We will mail it on request.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Largest Chicago Circulation—Daily or Sunday